

# “ RUSSIA ”

**Goal:** Size, Assess, Organize, Open and Consolidate Russian market for GETs product lines: Points, blades, end bits, ripper shanks and protectors. Product identification, development, introduction. On site meetings, open houses, showrooms, local and national exhibitions organization and attendance.

RUSSIA



## Proposal pros: “What’s New”:

- A full GET quality product range to strongly approach a proper offer, field tests and product introduction
- The accessibility to a dealer’s network with availability and on-site assistance
- The OEM technical background brought by the manufacturer and transferred to the end users benefit in a form of a **revolutionary intervention**; tailor made products to outperform in the toughest working condition: cold (**-50°C**), high wear rate and high impact rate

**90 days/year visits to mines operation sites, local dealers and representative**

## GT Interact with

- General Managers
- Regional Procurement Dept
- Supply Chain Managers
- Sales Managers
- Product Managers GET
- Chief Mechanics

## Key Barriers

- The Status Quo
- Market share segmentation represented by:
  - Commoditized and poor-quality product range, locally made
  - OEM captive market
  - Initial offered products range not corresponding to the local needs
  - Product line intervention suiting Russian requirements

## Results achieved

- **Sales and revenues: sales growth from 0 to 5 mln \$ with superior profitability**
- Introduction of a qualified and innovative tailor-made product range fine-tuned to perform in the toughest working condition: cold (-50°C), high wear rate and high impact rate
- Ongoing improvement and innovation; the need to better perform and increase the GET range and sizes
- Set up of a brand-new dealers’ network
- Moscow branch and stock opened. Role: Director
- **15 years** dedicated one-to-one field support to Dealers and Users on Product, Sales and Marketing
- CCT – Moscow Mining show attended for 6 years with a corporate booth
- Yearly Open Houses around the country took place to get close with operators and decision makers

## GET factory take away

- Annual supplies forecasts and cost optimization
- Optimize base cost realization with raw material purchasing
- Production lots optimization
- Full new range of blades, points and ripper shanks introduction
- Russian market share growth and superior profitability



CCT Moscow Construction and Mining Exhibition, 6th participations, planning spaces and attending with Dealers and Partners