

Census of Equipment



- How many of equipment from your range are here ?
- Which competitors supplied others ?
- For what applications ?
- Of what specifications ?
- When were they installed ?
- By which contractor / OEM ?
- When are they going to be replaced ?
- Any expansion plan ?
- Similar greenfield project ?



Why ?

- ✦ To know quantity in plants from various industry
- ✦ To promote equipment for various applications which customers may not know
- ✦ To explore new applications for existing range hitherto not touched
- ✦ To develop new models or equipment currently not in the range
- ✦ To assess threat by competition
- ✦ To build up knowledge base helpful while approaching new projects
- ✦ To build closer relationships with the customers

What details can be gathered ?

1. How to reach the plant
2. Different plant areas
3. Location id of equipment
4. Application at the location
5. Specifications of application
6. Make of existing equipment
7. Model number of existing equipment
8. Specifications on nameplate
9. When installed last
10. Frequency of replacement
11. Users' experience
12. Key persons

We can recommend a software tool for compiling this information and developing replacement market.

How outsourcing helps...



- Experienced expertise
- Focus remains on contractual scope
- No shuffling of manpower due to exigencies
- Greater accountability
- Economic

Fees structure

Module 1

Independent census including expenses and fees.
This will be per plant basis.

Module 2

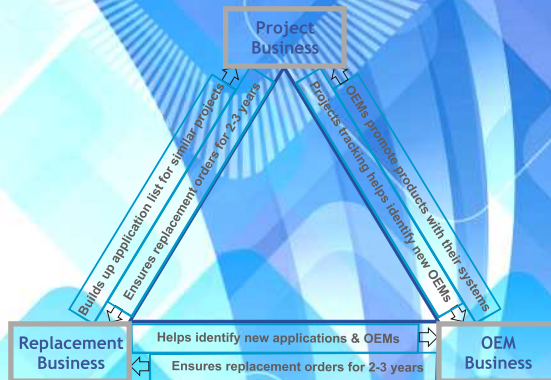
Invoice will be raised only for fees per plant.
Expenses at actual. We can make use of your
infrastructure to curtail the expenses.

Module 3

Ongoing exercise to keep feeding leads to your
sales team. Fees on monthly basis. Expenses as per
Module 2.

OUR OTHER ACTIVITIES

Comprehensive Business Development



Have you balanced your market properly ?

Lead Generation



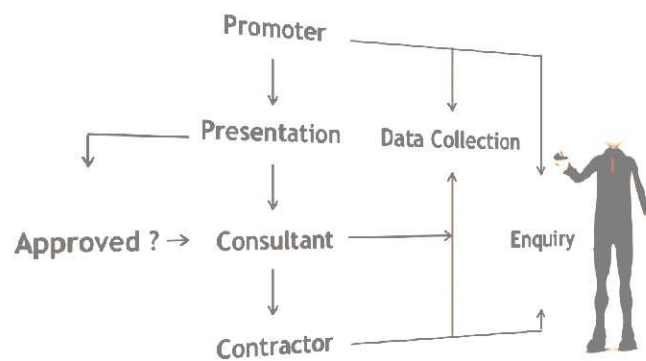
In such a vast industry who is your potential customer ?

Brief Sectoral Reports



Over the period history becomes knowledge !
Build up reference library of sector knowledge !!

Projects Tracking Services



Are targets of your sales staff leaving any space for pre-enquiry project marketing ?



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