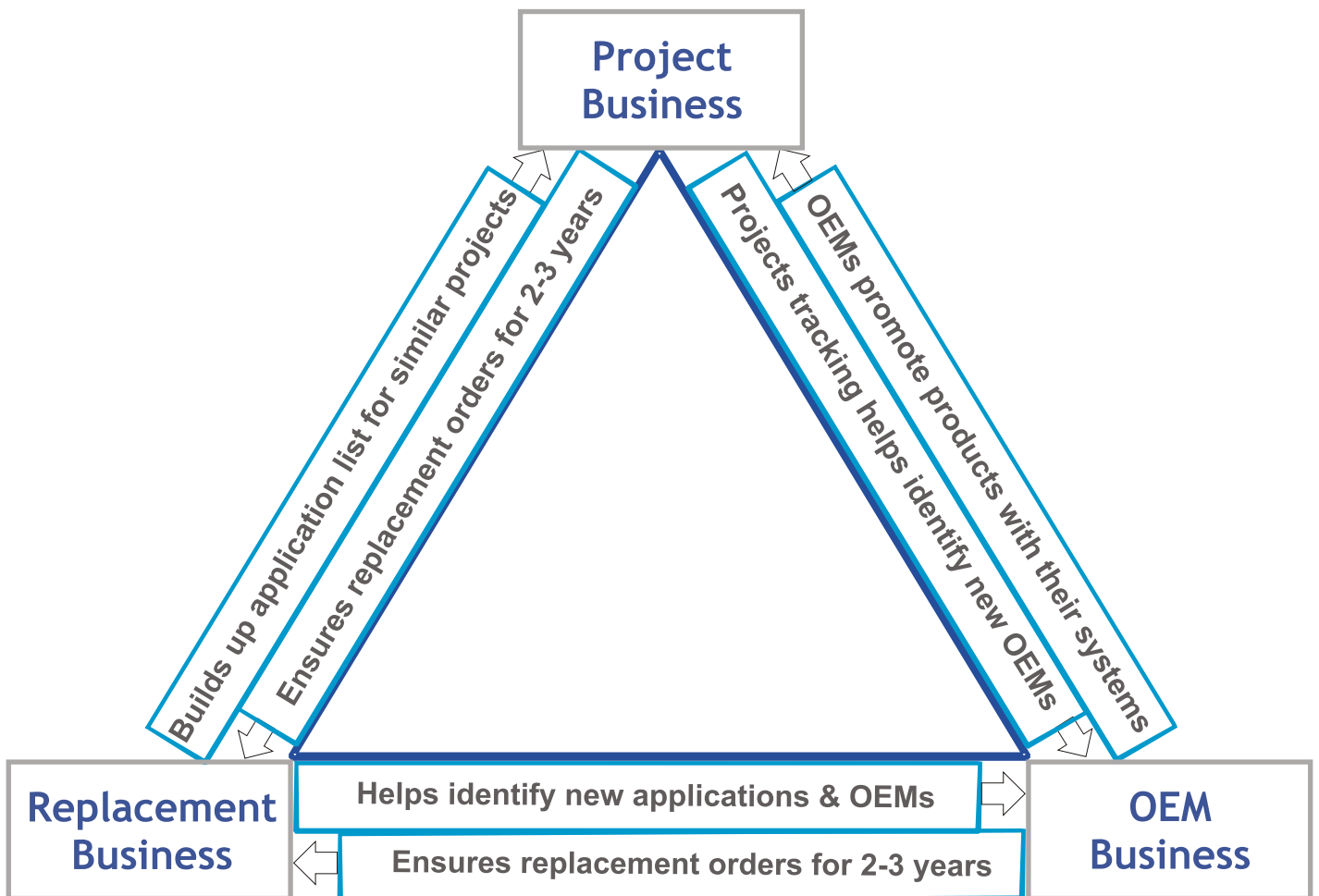
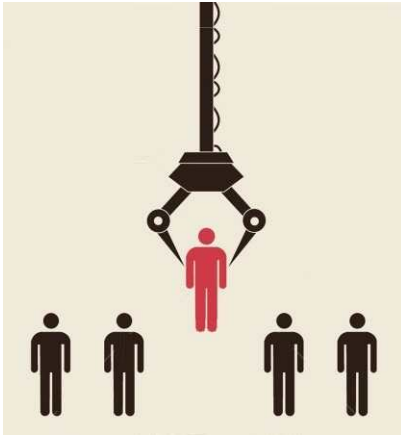


# Comprehensive Business Development Plan



## Replacement Business

It is the replacement market that offers us gravity with steady flow of orders. If we don't attend these customers, they will replace us with someone else !!



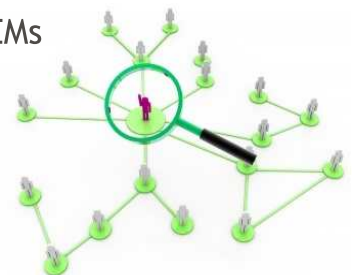
- ! It prepares list of applications for our existing range
- ! Helps us explore new applications for existing range
- ! Helps us develop new models for untouched applications
- ! Builds up list of OEs / systems and their OEMs / contractors
- ! Frequency of replacement leads us to enquiries well in time
- ! Quantity in plants tells potential in similar proposed projects
- ! Relations ensure conversion of competitors' models with ours
- ! References and certificates score additional points

This spadework becomes the foundation for OEM & Project business.

## OEM Business

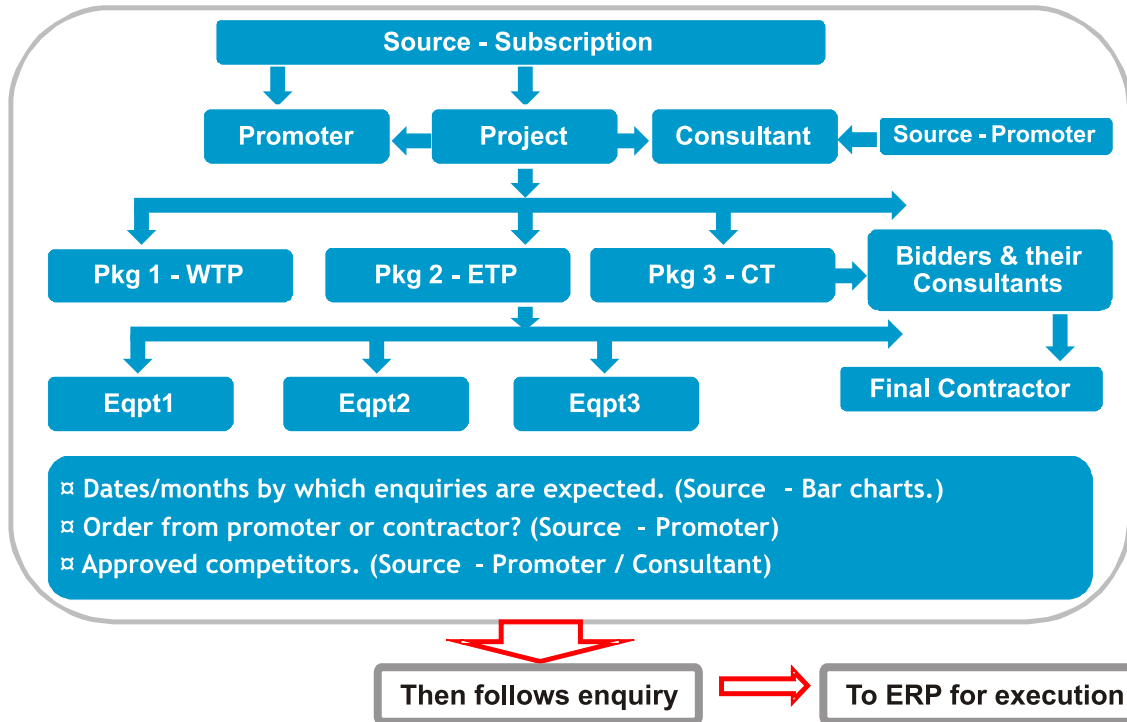
OEMs are our sales engineers who promote our products & pay us money too. Further, we get repeat orders from THEIR customers...at a premium on price !!

- ! Lists of OEs from existing plants lead us to large number of OEMs
- ! Right from design stage products get proven through trials
- ! Through them our products reach end users in various sectors
- ! They also ensure replacement business for 2-3 years
- ! OEMs' brand values multiply ours
- ! On occasions they get approval from consultants for us
- ! If developed properly, it is fairly predictable market



Good standing with all OEMs/Contractors is advantage at project stage !!

## Project Business

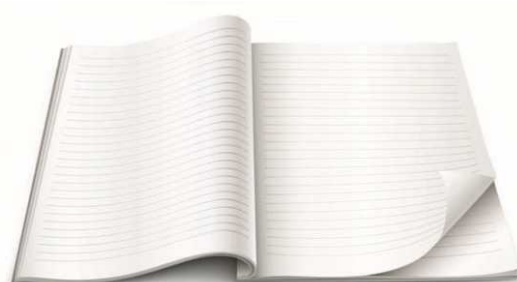


Inputs from replacement & OEM market help us map and multiply project business which in turn ensures increase in replacement business !!

## Implementing the system...

On conceptual level it looks fine. Crux lies in implementing the concept in the form of a system. In the contract spanning 8-10 months we can help you in -

- Identifying necessary activities
- Designing procedures
- Implementing them
- Documenting the proceedings
- Setting up reporting system
- Integrating with existing structure
- Appraising performance



You can incorporate our report in your manual for marketing department.

## OUR OTHER ACTIVITIES

### Projects Tracking Services



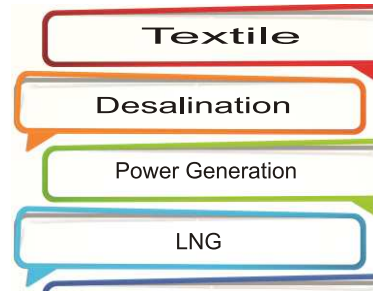
Are targets of your sales staff leaving any space for pre-enquiry project marketing ?

### 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 !!

### Census of Equipment



How many of these equipment are yours ?  
Which competitors supplied others ? What for ? When ?



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