



PROTECH MARKET SURVEY

REPORT - 1





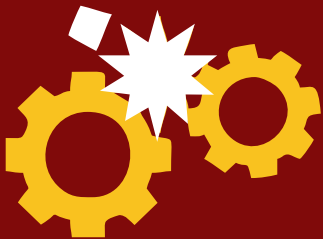
1. HIKE RATE & REACTION

Almost all of the prospects are hesitant to accept hiked /premium rates of maintenance and service initially. They would prefer to experience the output of services on the first stage and gain understanding of the quality of services provided.

2. HIKE ACCEPTANCE LEVEL

Based on the results they are willing to accommodate hike in service charges incurred. The extent of hike acceptable will be to a maximum of 30% on the present rates.

30%

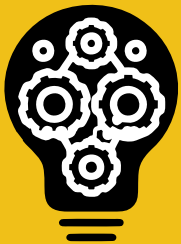


3. REASON FOR PREFERENCE

A service provider with a local presence is most preferred as they are accessible on any point of time and in a state of urgency during an unexpected machine failure or breakdown.

4. FAVOURABLE FACTORS

Most of the prospects are dependent on the local service provider due to their accessibility factor, although their services are strictly satisfactory and generally not up to the mark preferred.



5. LACK OF OPTIONS

With hardly any options available for superior service and maintenance, they are continuing to utilise the services of the local vendor, who ensures that the machine is restored back to working condition, but fails in identifying the corrective action required for minimizing the failure rates.





6. MARKETING COLLATERAL

We will need to prepare and circulate a printed information booklet in the regional language explaining our services in detail for their better understanding and ready reference



7. IMPORTANT FEATURES

This Brochure will have to list and explain the scope of services provided by PROTECH and the areas where and how, we deliver our professional services.



8. TARGETED PROMOS VIDEO PROMOTION

Promotional Videos and Explainer Videos in the vernacular will firmly register the Brand and services to the potential customers and prospects. We will need to develop at least 10 videos for the expected reach and mileage.



9. DATA TRANSPARENCY

Having explained that PROTECH will serve its clientele with proven and time-tested brands for replacement of spares; a comparison chart of the features available in each brand for the spare being replaced is expected to be provided by us.



10. DEPENDANCY FACTOR - SPARES

The local service providers use the spares based on the market availability and their stocks. The owners are completely unaware of the alternates available in the market and the Pros & Cons of using them.



11. PROFESSIONAL SERVICE & EXPECTATIONS

When questioned about their expectation of Professional Services, the prime responses and expectations are with reference to Faster TAT, Easy accessibility, transparent costing model with a clear projected estimate before proceeding on the services.

12. THE EXPECTED TAT

Is immediate to a maximum of 2 hours with sharing of complete information on the reason for the failure.

Response Time: 2 Hours

Solution Time: Depends of Problem

Irrespective of the nature of service required, they would prefer their equipment to be back in operation within a day of two.

2 HOURS



13. AMC-NOT OUR SCOPE

The customers completely disagree on the concept of an Annual Maintenance contract for this segment considering the customized nature of required services, which any AMC model will fail to cover comprehensively.



14. APP IN UERNACULAR - MOBILE APP

Most of them agree on the concept of a Mobile App based service, but would prefer the same in Tamil language with user-friendly options.



15. KEY INFLUENCERS

In almost all of the locations it remains the Managers and Supervisors who maintain and handle the records and activities with reference to the equipments and vehicles operating in the respective quarry.



16. INTERACTIVE REACH

A centralized customer service number supporting interactive tele-calling is preferred against a regular call centre which only logs incoming requests for service and repair.



17. BACKED-UP DATA

The customer would prefer to have a centre which would have complete details of their equipment, history sheet of maintenance done and spares replaced earlier. This facility in the nature as provided by the professional car servicing centres is expected of us to be provided for the Earthmoving equipments.



18. THE CUSTOMERS ARE READY TO SHARE

Complete information of their equipment in order for us to document the same and effectively track the requirements when required.



19. A TRACKING SYSTEM

for the maintenance cycle, replacement time for spares and reminder calls to them on a regular cycle would be a highly unique and most appreciated initiative, which would facilitate PROTECH in gaining the loyalty of the prospects.



20. REASON FOR DEMAND

The customers are presently stocking spares for all equipment parts which have frequent failures and require replacement. This is done due to the lack of a proper tracking system and their dependency on the local service provider who is not professionally competent in having a tracking system.



21. READY TO SHARE INFO

The customers are willing to share comprehensive information of their equipments. However it could happen only during a personal visit of a Senior Representative from PROTECH, who could record the details and document the data for effective usage as expected.



22. CONVERSIONS IN FAVOUR OF PROTECH

This service when addressed is sure to fetch conversions in favour of PROTECH, as this is a feature and service which no local service provider will be able to meet out.



23. EXPECTATIONS

PROTECH is expected to document a comprehensive data of the equipment being serviced by them, generate reminders based on the cycle of maintenance checks, replacements required. SMS, Whatsapp, Calls.

24. DETAILED CHECKLIST & SUPPORT

They would also prefer that a detailed checklist listing all parameters that require regular maintenance checks is prepared and presented to them for their ready reference. Further support and assistance when provided during the call would develop a strong loyalty for **PROTECH** among the customers.





25. THE MOST SOUGHT AFTER PARAMETERS

include Air Filter, Under carriage maintenance, Hydraulic oil, Gear oil, Engine oil, Bearings & Greasing, Coolants, Radiator maintenance, etc.



26. THE PREFERRED MODE OF PAYMENT

remains to be cash. We could collect about 40% through online transactions and the rest will have to be received in cash against successful service provided.



27. PREFERENCE - WHATSAPP

Most of the owners prefer whatsapp mode for regular interactions over digital marketing and interactions on facebook.



28. PROSPECTIVE GROUP

Those owning more than 15 vehicles seem to have their own team which caters to the service requirements as and when the need arises. As the Team seems to have in-house facilities for the maintenance requirements, their levels of interests towards externally sourced professional repair services is less in comparison to those owning less than 10 vehicles.



29. SALES PITCHING

The fact remains that the in-house Team is dependent on the services of external vendors when there is a serious breakdown or failure. We could identify these requirements through personal interactions with them and pitch for favourable conversions towards PROTECH.



30. REPORTS & EXPECTATIONS

Almost all of the Quarry owners appreciate informative report generation system for tracking the working conditions of their equipment. They are dependent on their site managers and are forced to follow the reports provided by them. A more transparent and professional tracking data provided by PROTECH services will favour them in monitoring and validating their internally generated data.



31. A FASTER RESTORATION OF THE EQUIPMENT

back to its normal working condition with immediate replacement of genuine and quality spares is most preferable. They have identified that usage of temporary float spares due to unavailability of genuine spares have caused further trouble and damage to other components.

32. IDENTIFY OUR GEOGRAPHICAL LOCATIONS

We will have to identify our Geographical locations for the services which are being offered by us with a clear progress strategy after finalising on the preferred starting location.



33. THE MAJOR SERVICE PROVIDERS

for repair and maintenance are identified to be ex-employees of HEMM Brands who operate in their respective localities as providers of equipment on rental and also cater to the service requirements against the need.





34. UNIQUE SELLING POINT

Hence, Professional services when emphasized with faster TAT, transparent and comprehensive reporting system, regular follow-up and reminders based on the maintenance cycle, assured accessibility during an unexpected breakdown would provide PROTECH with faster loyalty and dependency of the target customers.

1. Faster TAT

**2. Transparent and comprehensive reporting system.
based on Maintenance cycle.**

3. Regular Follow up and Remainders.

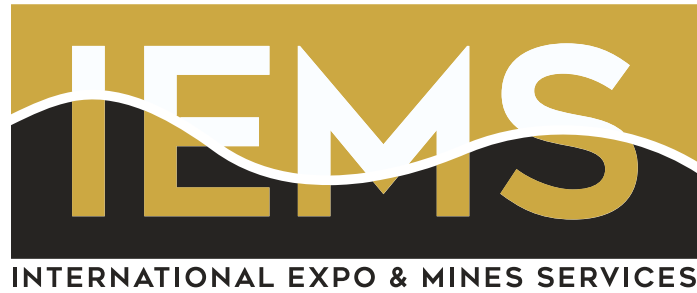
**4. Assured accessibility during an unexpected
breakdown.**

5. Professional Technicians.

6. Best Material.

7. Cost Comparison.

8. Professional Customized Solution.



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