



Market Survey

1. One Stop Solutions for all Excavator Solutions

**Welding
Requirements**

**Air Filters
and Oils**

**Under Carriage
Work**

**Structural
Reinforcement**

**Operators
Training**

2. Premium Cost Analyses

Low Cost

Medium Cost

Premium Cost

Cost Comparison

**Payment Methods
and Demand Levels**

3. Technical Understanding

Equipments

Materials

Technical Datas

Quality

Perfomance

4. Time / Requirements / Priority Level

**Back up Materials
/ Bucket**

Time Plan

Repair Time Line

**TAT - Turn
around time**

Pre Confirmation

5. Competitor Brands / Local Vendors

Local Vendors

**Experienced
Engineers**

**Mid Size
Companies**

6. Promotions and Advertisements

Whatsapp Promotion

**Promotional
Video Contents**

Booklets

**Internal Brandings -
Focused Target Group**

Facebook Promotions

7. Target Customers

Quarry Owners

Crusher Owners

Rental Segments

Temowa Members

PWD Contractors

8. Challenges

**Multiple approaches - Multiple
Calls for right understanding**

**Direct Meetings and
Discussion**

**Categories of People and
Cross Verification of Data**

Sales Connecting Factors

Real Market Scenario

9. Sales Guarantee

Hot Leads

Interested Members

Immediate Requirement

Follow up Leads

Technical Consultation

10. Marketing Materials

Booklet

Flyers

Posters

Table Tops

11. Mobile Application / Tech Support

**Complete Reports
- Daily Update**

**Managers and
Supervisors**

**Reports for
Regular Meetings**

**Website Update
- User Friendly**

**Cost Comparison and
Effective Productivity**

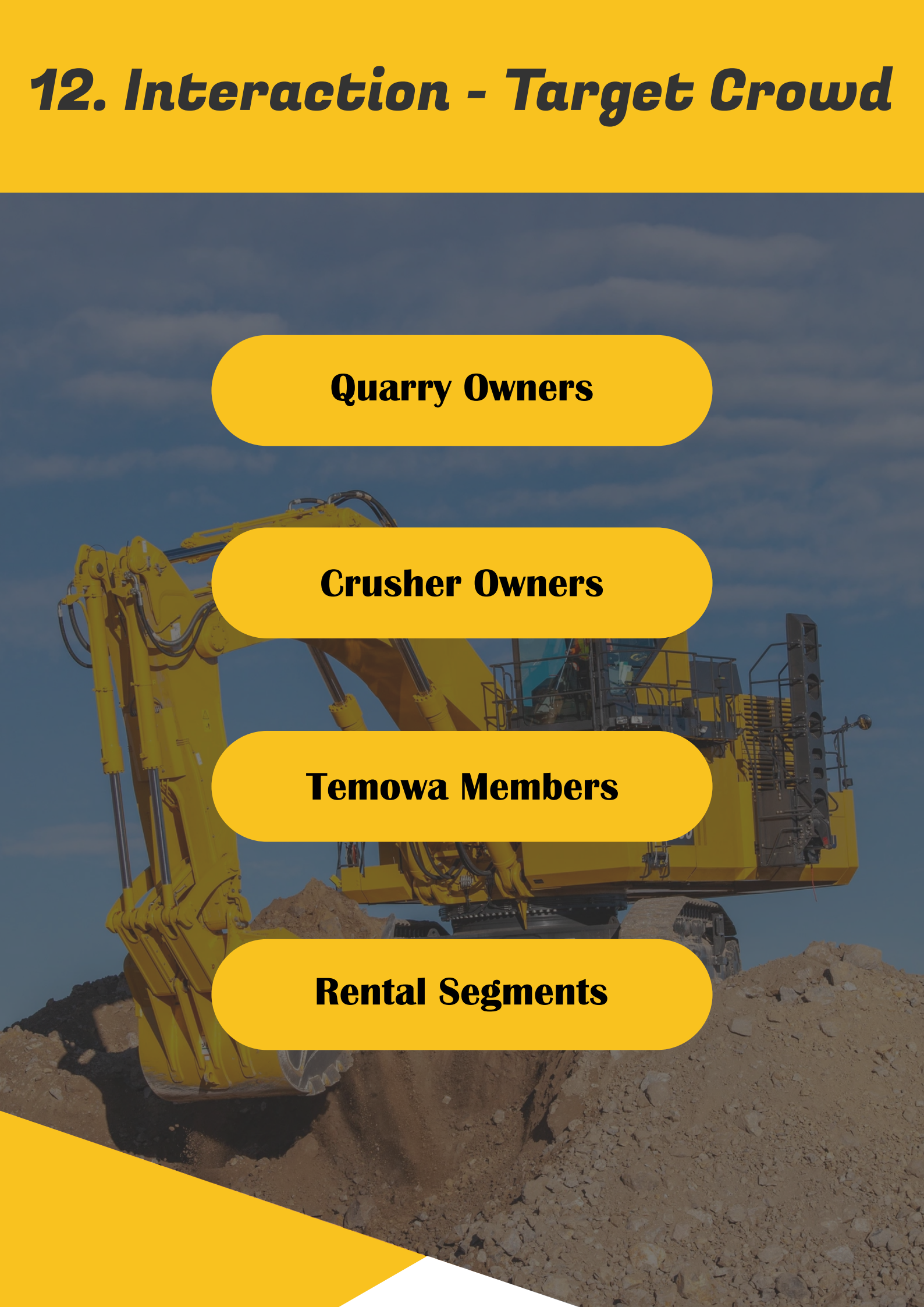
12. Interaction - Target Crowd

Quarry Owners

Crusher Owners

Temowa Members

Rental Segments



13. Reporting System

Daily Update

Weekly Discussion

**Primary Reports
- Data Sheet**

Secondary Reports

**Analysed Reports - Charts
and Graphs**

**Photos and Audio
Recordings**

14. Sales Hot Leads

**Immedaite
Requirement**

**Next Week -
Service Appoinment**

**Direct Meeting and
Finalise**

**Technical discussion
and Finalise**

**Cost Comparison
and Finalise**

15. Registration with Protech

**Master checklist
Update - Registration**

Technical Guidance

First Level Consultation

Monthly Once Update

Weekly Once Update

16. Operators Training

**Heavy Materials
Handling**

**Boom and Arm -
Special Training
to control Crack.**

**Spare Parts
Maintenance**

**Oil - Air Filter -
Maintenance**

Multiple Operations

17. Master Standard Checklist for all Confirmations

Fuel Consumption

Safety Check up

Micro Level Points

**Owners Confirmation and
Signature**

**Operators Confirmation and
Signature**

18. Demand Level

Depends on Problems

Spare Cost and Availability

**Professional Service
and Professional Time Line**

Back up Materials

**High demand for
Guaranteed Service**

19. Operational Quality



**Technical
Confirmation**

**Materials
Confirmation**

**Technician details
and time Line**

Time Plan

**Guarantee
Clarifications**

20. Conversion Level

**50 % - Possibility for
Conversion - Interested
and Need**

15 % - Own Welding Unit

**15 % - Immediate
Requirement**

**20 % - Need to take
Trail Service - One time**

21. Marketing Techniques

**First Market Penetration
by Medium Cost and
Customer Acquisition**

**Prove the Quality and
convert for Professional Charges**

Best Promotional Video

**Constant / Dedicated -
Sales Mapping Team**

**Advertisements -
Testimonial Proof**

22. Payment Methods



Cash - 55 %

Online - 25 %



Card - 20%

23. Professional Service - Expectation Level

**Medium Customers expects
good Professional Service**

**Top Segment Customers
- First Choice**

**Base Line Customers
- Cost Effective Solutions**

**Rental based Customers
- 2nd Choice**

24. Geographical Approach

Chennai

Coimbatore

Kanchipuram

Thiruvanamalai

Vellore

25. Interactions

Operators

Mechanics

Owners

Engineers

Welders

26. Trust Factors

Relationship

Experience

Regional Connect



27. Unique Advantages

Cost Control Solutions

Technical Guidance

**Guarantee and
Clarifications**

**Perfect Reporting
and Records**

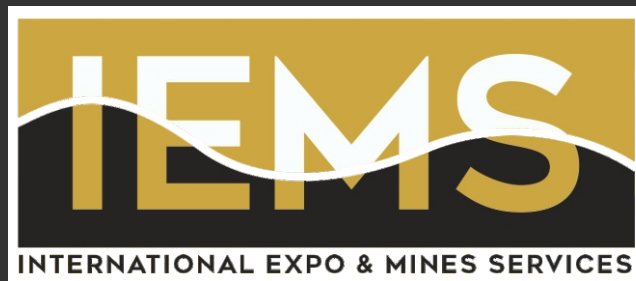
**Good time line
Management**

28. Dealers Requirements

Local Vendors

**Own Registered
Vendors**

**Own Engineers
and Combined Team**



Contact Us

M. RAJ GANESH

Mobile: +91 99622 53522/044-4852 0034

rajganesh@minesservices.com

Marketing Manager

Mobile: +91 99622 74821 | 044 - 4868 7871

marketing@minesservices.com

Operation Manager

Mobile: +91 93841 01880 | 044-4852 0034

expo@minesservices.com

Quarry and Crusher Registrations

Mobile: +91 89251 31173 | 044-4852 0034

info@minesservices.com



www.facebook.com/mines.services.IEMS/



www.youtube.com/watch?v=6hxD9JJiBYI&t=26s



www.minesservices.com

International Expo and Mines Services

N.No: 30/1, O.No: 15/1, Nagarjuna Nagar, 1st Street,
Five Lights – Rangarajapuram, (Land Mark – Opp. to – Bank of Baroda)
Kodambakkam, Chennai –600 024