

SWEDISH TRADE COUNCIL SUPPORTED TIMARS* IN RESTRUCTURING ITS UK SALES STRATEGY

Background and objective

Timars had been active with its port equipment on the UK market for thirteen years. Sales had not been satisfactory during recent years and Timars needed an analysis of the UK market to gain a clearer picture of the opportunities as well as identifying a more suitable sales strategy.

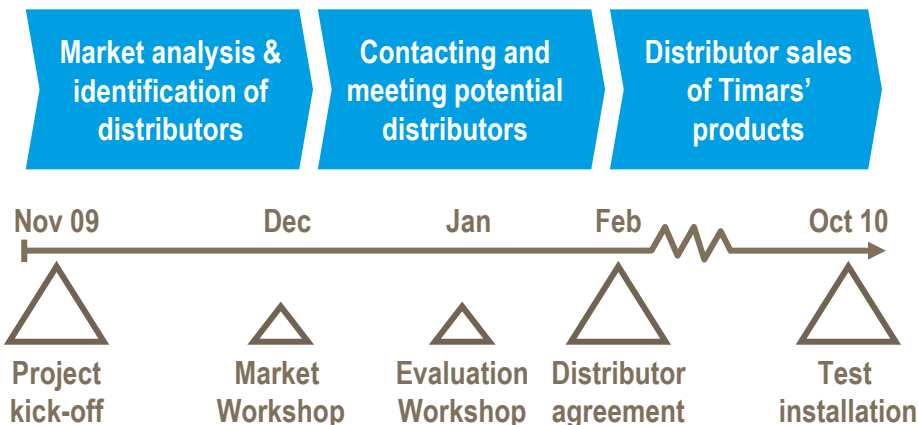
STC's role and contribution

- Conducted an analysis of the UK market for port equipment
- Identified distributors in line with Timars' preferred partner profile
- Arranged meetings with potential distributors and supported Timars those meetings

Result

- Agreement with a new distributor three months after project kick-off
- Test installation as a result of the collaboration with the new distributor after 10 months
- First order is expected in Dec 2010 – within one year after project kick-off. Expected order value SEK1.5million

Project outline



"We are very satisfied with the outcome of the project conducted by the Swedish Trade Council. They gave us a valuable understanding of the potential for Timars in the UK as well as what kind of partner we should aim at working with. Things are looking good and hopefully we are receiving our first order as a result of the project before Christmas with an order value of SEK 1.5million."

Joakim Carlsson, Product Manager - Port Equipment, Timars

From project kick-off to test installation in under one year

*www.timars.se, turnover SEK 60m