



MWSD Ltd a B.E.P CASE STUDY

Supported and monitored by the NAA



Presenter
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MWS – What we do

- Europe's largest wheel distributor
- Wheel Automotive Aftermarket sectors
- Product sources and global certification
- Value added services



Product – MWS Overview

- Manufacturers
- Stock range
- Global certifications and quality

CQS
BS EN ISO 9001:2000
we are approved in quality management systems relating to the manufacture, sales & distribution of commercial & industrial wheels

TÜV
our wheels conform to this standard

Six Sigma
Six Sigma
states that we constantly strive to improve the quality of our work

QIM
our wheels conform to the design, development, manufacture and supply of steel wheels for earth moving equipments and tractor applications

BVQI (ISO 14001:1996)
our wheels conform to the environmental standards and operational scope

BVQI (ISO 9001:2000)
our wheels conform to the environmental standards and operational scope

BUREAU VERITAS
Certification
WHEELS INDIA LIMITED
ISO 14001:2004

BVQI
Certificate of Approval
WHEELS INDIA LIMITED
ISO 14001:2004

BVQI
Certificate of Approval
WHEELS INDIA LIMITED
ISO 9001:2000

CERTIFICATE
The Certificate Body of Verification Services Center
WHEELS INDIA LIMITED
ISO 9001:2000

KEY CUSTOMERS

Caterpillar
Belgium, UK, China

SCM, Komatsu, TCM, Yanmar, KHI, Kato,
Todano, Kubota, Topy
Japan

Doosan, Hyundai, Daedong, TongYang,
LG, Kukje
Korea

Caterpillar, Komatsu, CNH, Pratt
USA, Canada

Bell
South Africa, Europe

John Deere
Mexico

Caterpillar, CNH, John Deere
Brazil

GM
Egypt

Ford
Australia

Morgan Cars, MWS International
UK

Product – Steel wheels

- Premium – Mid Range - Budget
- Increasing sales
 - Tyre upgrades
 - Conversions
 - Education and marketing



Product – Xlite forged aluminium wheels

- XLITE a Rising Star Product

- Challenging a Global Market Leader
- UK v USA room for all

- Why Forged Aluminium Wheels?

Xchange program, No risk ramp ups,
FIA, Education, Campaigns, New Lines.



MWS – What we do for the Commercial Transport Sector

- 85 Years of Wheel Service
- 30 Years Unbroken understanding of Commercial Wheel Business
- Tyre Company Centre Sales “Hand Holding”
- Tyre Fitting Centres and depots Profiling for uninterrupted deliveries
- Dedicated and specialist trained sales team
- Direct Telephone Technical support



B2B – A Commercial Opportunity (PEST Analysis)

- Wheel Safety Concerns
 - No Regulation for wheels v Tyres
 - Manufacturers v Interchangeable wheels
 - Lack of a common roadworthiness standard throughout Europe
 - Lack of dissemination of Information from Manufacturer to aftermarket



B2B – A Commercial Opportunity (MWS Strategy)

- MWS formulated a vision to become the “Voice of the Industry”
 - Produce a website that meets the strategic plan for the vision
 - Approach Major companies on wheel safety support
 - Approach Agencies on support
 - Approach local MP and raise in UK Parliament
 - Present to the Under Sec of State for Transport
 - Approach MEP (Transport and Tourism Committee) TRAN



MWS – THE VOICE OF THE INDUSTRY PROJECT

MWS approached the NAA with the following main aims;

1. To assist to implement a marketing strategy and to obtain mentoring, advice and guidance for the production of websites for MWS Group, and wheel brands including the flagship Xlite Aluminium Brand

To achieve this aim MWS required the development of 3 new websites.

Additionally, the Xlite site needed to provide a base for sites to be produced by Xlite distributors throughout Europe and beyond.



Projects (Methodology)

The first stage of these projects had the NAA review our marketing strategy to maximise the value of the project, ensuring that it was efficiently and effectively implemented and would add value to the business now and in the future.

This was followed by the NAA's procurement of the correct support to match our needs through a bid process. Which was important in establishing an easy working relationship with the successful bidders.



NAA – The ATS TENDERING PROJECT

As a result of our wheel safety activities MWS had the opportunity to tender for a large contract from ATS, valued at £1m, which would increase sales to ATS from 7,000 to 18,000 commercial vehicle wheels in year one.

The detail required in the proposal was unlike any other which MWS had provided to other clients and therefore we recognised that we would benefit from external support and mentoring

MWS Sought support from NAA through BEP Mentoring and Technical Support Competition.

Support as provided by Xemptor Consulting, a company which specialises in procurement.



Project Outcomes

For Information, MWSD directly employs 15 people and has a turnover of £6.5 million. 2011-12

Marketing

Jobs created: A web administrator is to be employed to ensure that the site remains current and to deliver social media. Expected in late December 2012, currently 50% is from professional outside sources and internally 50% by employment of a part-time employee.

An additional sales and marketing manager, with language skills, will be employed to provide support to MWS distributors (2 people, 13%). Internal staff have recently been promoted to key positions and after a period of rationalisation and training will be supported by additional employees.

It is a likely that MWS will employ more sales staff as the business grows, which in part is attributed to the implementation of the marketing strategy. This is a real aspiration, for which larger premises are currently being reviewed along side Customer Imprest stocking plans.

Jobs safeguarded: 15 (100%). It is considered that a marketing strategy and website which access international markets provide business direction, without which MWS would operate with less efficiency, would not be competitive and would lose market share and potentially cease to operate.

Impact on turnover and profit: This has not be calculated at this stage, but is fundamental to the business strategy, for which there is a target of a £2 million growth planned in 2013 (33%) in an extremely challenging environment

Individuals mentored/trained: 2 (13%)

Procurement

Jobs created: 2 additional roles will be created in the office and a further job in the warehouse within the next 6 months (20%).

Jobs safeguarded: 15 jobs (100%) have been safeguarded, as MWS sales have been impacted upon by the recession, with reduced demand for premium quality wheels.

Impact on turnover and profit: £1million contact secured (£420k in 2012), with the potential for securing further contracts from ATS and other wheel/tyre dealers (9%).

Individuals mentored/trained: 3 staff received mentoring (20%)



MWSD – The Future

Marketing

MWS plans to grow year on year, for which the marketing strategy and internationalised website are fundamental.

As part of the distribution package the X-lite website will be offered to distributors, thus ensuring brand consistency and potentially additional direct income.

MWS also plans to sell wheels on-line through its UK site, for which further website development will be required in mid 2013.

Training videos are currently being produced to assist fitters and supporting quality and health and safety business objectives. These will be provided on-line.

Procurement

With the skills obtained, MWS are now looking at selling new products into new markets, such as for agricultural vehicles.

The mentoring has provided MWS with the confidence to diversify, spread risk and expand beyond their existing products and markets.

Training videos and manuals are currently being produced for the ATS contract, which will also be used to support other clients.



ATSE – Outcomes to date

MWSD have contracted a long term relationship with ATS Euromaster

- Wheel orders doubled on target business growth.
- Joint Video training projects
- Systems collaboration and harmonisation
- Marketing Intelligence shared
- Credibility across the whole ATS Group
- Planned joint road shows and training by MWS personnel
- Collaboration and hand holding with ATS sales.
- Invitation to display and support at Automotive shows
- Joint publications
- Wheels Safety partner.

ATSE Customer Comments

“Their knowledge on the phone sets them apart”

“They go out of their way to help, especially Alex who is superb”

“Fantastic – I’d definitely recommend them to anyone”

Survey Independently obtained by Distinctive Marketing UK 2011

