

**VALUE PROPOSITION #7 - GREATER ACCESS TO MARKET OPPORTUNITIES**

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**7 YEARS ON OUR SOLUTIONS CONTINUE TO CREATE CUSTOMER VALUE**

Since 2010, we have completed 1053 Steel Efficiency Review® consultations on businesses of all shapes and sizes across a full spectrum of industries.



In these SER® consultations, we look closely at your operations, we work together to identify cost and time savings, remove bottlenecks and recommend incremental changes which can translate into exponential profit improvements.

The SER® provides key recommendations based on those well-known 7 key value propositions:

- 1 NO OVER PROCESSING**
- 2 REDUCE RISK**
- 3 REDUCE WORKING CAPITAL**
- 4 ACCESS TO STOCK**
- 5 OPTIMAL PRODUCTION RUNS**
- 6 SAVE ON WAREHOUSE SPACE**
- 7 GREATER ACCESS TO MARKET OPPORTUNITIES**

**GREATER ACCESS TO MARKET OPPORTUNITIES VALUE PROPOSITION SOLUTIONS**

Utilising the Steel Efficiency Review® to better understand businesses serving diverse industries, our SER® consultants have recommended the following value proposition solutions to provide GREATER ACCESS TO MARKET OPPORTUNITIES:

- > ACCESS TO HIGH QUALITY BRANDED STEEL PRODUCTS**
- > QUALITY ASSURANCE AND CERTIFICATION TO ENSURE PRODUCT IS FIT FOR PURPOSE**
- > OPTIMAL STOCK SIZES AND ATTRIBUTES**

**VALUE PROPOSITION #7 GREATER ACCESS TO MARKET OPPORTUNITIES**

GREATER ACCESS TO MARKET OPPORTUNITIES was considered to be a challenge for steel businesses serving diverse industries in Australia.

**From the 1053 completed Steel Efficiency Review® consultations we found widespread need for GREATER ACCESS TO MARKET OPPORTUNITIES in addition to a combination of the other value proposition solutions.**

The need for increased exposure into new and existing markets by looking at things differently in their business and operations was paramount. The challenge of launching a new product or service into these markets was common. And the requirement to partner with a known and trusted supplier with brand leverage was critical.

**Key SER® findings revealed the issues at hand with proposed solutions to provide step change improvements resulting in greater access to market opportunities, increased exposure and overall profit improvement.**

**NOT JUST A STEEL SUPPLIER WHO ARE WE?**

Our distribution network comprising BlueScope Sheet Metal Supplies, BlueScope Plate Supplies and BlueScope Distribution, provides a full range of material supply, logistics and management options to meet your individual needs.

We're owned and supported by the manufacturing and processing arms of BlueScope. We offer a comprehensive suite of steel and aluminium products and our expertise covers every major sector.

We'll be in touch soon!

