

# SER® REPORT

## VALUE PROPOSITION #7 GREATER ACCESS TO MARKET OPPORTUNITIES

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Insights on businesses serving diverse industries in Australia

# SER® REPORT

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

Welcome to the Steel Efficiency Review® Report for Value Proposition #7 – GREATER ACCESS TO MARKET OPPORTUNITIES. This report has been compiled from our unique and proprietary industry insight resource – The Steel Efficiency Review®.

# 1053 >>> REVIEWS



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

To date we've completed 1053 Steel Efficiency Review® visits nationally, with steel businesses both large and small.

This has amounted to over 2863 hours developing real solutions to save them time, money and reduce risks.

From these SER® appointments we have isolated findings relevant to specific industry sectors and niche businesses within that sector to identify business improvement insights – those that can help you run your business more profitably.

### IN THIS SER® REPORT, WE FOCUS ON VALUE PROPOSITION #7 – GREATER ACCESS TO MARKET OPPORTUNITIES.

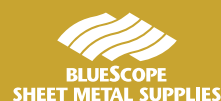
This report provides you with a summary of the common challenges faced by steel businesses serving diverse industries in Australia, relevant to GREATER ACCESS TO MARKET OPPORTUNITIES. We also offer solutions to help you to build a more efficient and profitable business.

We hope this SER® Report provides an opportunity for you to look closer at your business and review your operation.

You're also welcome to participate in our complimentary Steel Efficiency Review® as a 'fresh set of eyes' helping you to identify ways to turn steel into gold.

If you have just participated we look forward to working with you to uncover the 'gold' in your business.

Regards



# KEY FINDINGS FROM CONDUCTING OUR STEEL EFFICIENCY REVIEW® ON 1053 AUSTRALIAN STEEL BUSINESSES - RELEVANT TO 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.

MARKET EXPOSURE tends to pose major challenges with steel businesses involved in manufacturing, fabrication and building. Many businesses require the right inventory to meet demanding customer requirements. In the quest to meet these requirements and expectations, greater access to market opportunities is critical. Investing in the right type of marketing, branding and partnerships with suppliers will ensure your business will have greater awareness and penetration into existing and new markets. In addition ensuring cash is optimised and working for your business will allow the right investments in marketing, branding, stock, people, processes and equipment.

The Steel Efficiency Review® process recommends operations and productions teams to make what the customer wants when they want it, as specified. MARKET OPPORTUNITIES when not managed effectively can cost steel businesses' money, time and the ability to win new work. These costs can amount to a considerable sum over time.

With 1053 Steel Efficiency Review® consultations completed, we have found if you could have the GREATER ACCESS TO MARKET OPPORTUNITIES the savings would be straight back on your bottom line improving the profit in your business.

## COMMON CAUSES OF REDUCED OR NO MARKET EXPOSURE:

### » **Inaccurate Information**

Working to inaccurate sales forecasts and guessing what customers will want in the future can invariably cause stress to many sales, marketing and operational environments. The wrong products can be ordered and produced in excess burning cash and disappointing key customers at the same time. This can sometimes promote excess inventory practices – promoting purchasing, sales and marketing teams to invest incorrectly. This creates market access issues with funding not being directed to the right business activities.

### » **Unreliable Legacy Processes**

"This is how we have always done it!" is the common cause based on legacy and unreliable systems and processes. After 1053 SER® consultations, we have uncovered unreliable processes are a cause of market exposure and access issues. Unreliable processes cause product quality issues, constant re-work and inefficiencies in sales, marketing and production. This all plays a role in accessing the right type of customers and markets.

### » **Treating Marketing As A Cost**

The handling of marketing is often seen as a "cost" in steel businesses. Limited resources and time is spent on the right marketing activity and alliances with key suppliers. Sometimes working solely in production will cause an internal view of producing at the lowest cost possible. Marketing needs to be tested and invested in to provide the greatest return for core products and services requiring market awareness. This can only be achieved by pursuing this quest of greater access to market opportunities for your steel business.

# 3 KEY VALUE PROPOSITION SOLUTIONS FOR GAINING GREATER ACCESS TO MARKET OPPORTUNITIES

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Utilising the Steel Efficiency Review® to better understand businesses serving diverse industries, our SER® consultants have recommended the following 3 key value proposition solutions to help gain GREATER ACCESS MARKET OPPORTUNITIES:



## 1. ACCESS TO HIGH QUALITY BRANDED STEEL PRODUCTS.

Leveraging recognised, reputable and high quality steel products will allow steel business to leverage market awareness to grow market share and increase revenue. Working with a supplier to further promote your products and services into new and existing markets will not only provide access to the right stock but also increase market penetration.



## 2. QUALITY ASSURANCE AND CERTIFICATION TO ENSURE PRODUCT IS FIT FOR PURPOSE

Quality assured and fit for purpose products allow steel businesses to deliver on demanding customer and project specifications. Test certificates provide the peace of mind and the traceability required to ensure product is compliant to Australian Standards. This allows for greater access to market opportunities by creating greater awareness in the form of case studies and testimonial project work. Standards. This reduces business and operational risk.



## 3. OPTIMAL STOCK SIZES AND ATTRIBUTES

By investing in optimal material sizes and attributes where possible; steel businesses will gain greater access to market opportunities. By dealing with a reputable supplier will help make the right decisions for both your business and customer. This will provide access to new products and markets – allowing awareness and the breakthrough of new approaches and solutions.

## USING THIS VALUE PROPOSITION TO FORM A COMPETITIVE ADVANTAGE?



The first step is to identify the common causes of reduced or no MARKET EXPOSURE and realise that your business is actually doing it. We have uncovered when discussing our key findings from our Steel Efficiency Review® consultations with our customers, a common understanding is required to ensure we admit to the waste and want to find possible solutions to eliminate or reduce it.

Once we all understand the issues and challenges associated we can work together as supplier and buyer to recommend improvements. Keeping it simple is something we aspire to with our key findings and possible recommendations to ensure buy-in and implementation. Using simpler and easy to implement processes ensure our customers will first want to invest the time to change and reap the rewards in the long term.

The recommended value proposition element to be employed - can be as simple as "Simplifying purchasing patterns and systems to allow seamless management to access the right type of stock. Predicting

future sales trends and using accurate sales forecasting tools and templates will help improve time in waiting and reduce operational bottlenecks." (VP Element #2)

In making this change, our customers not only gain GREATER ACCESS TO MARKET OPPORTUNITIES but they start to put their own customers first and even highlight the causes of many other problems within processes that are hidden by this challenge.

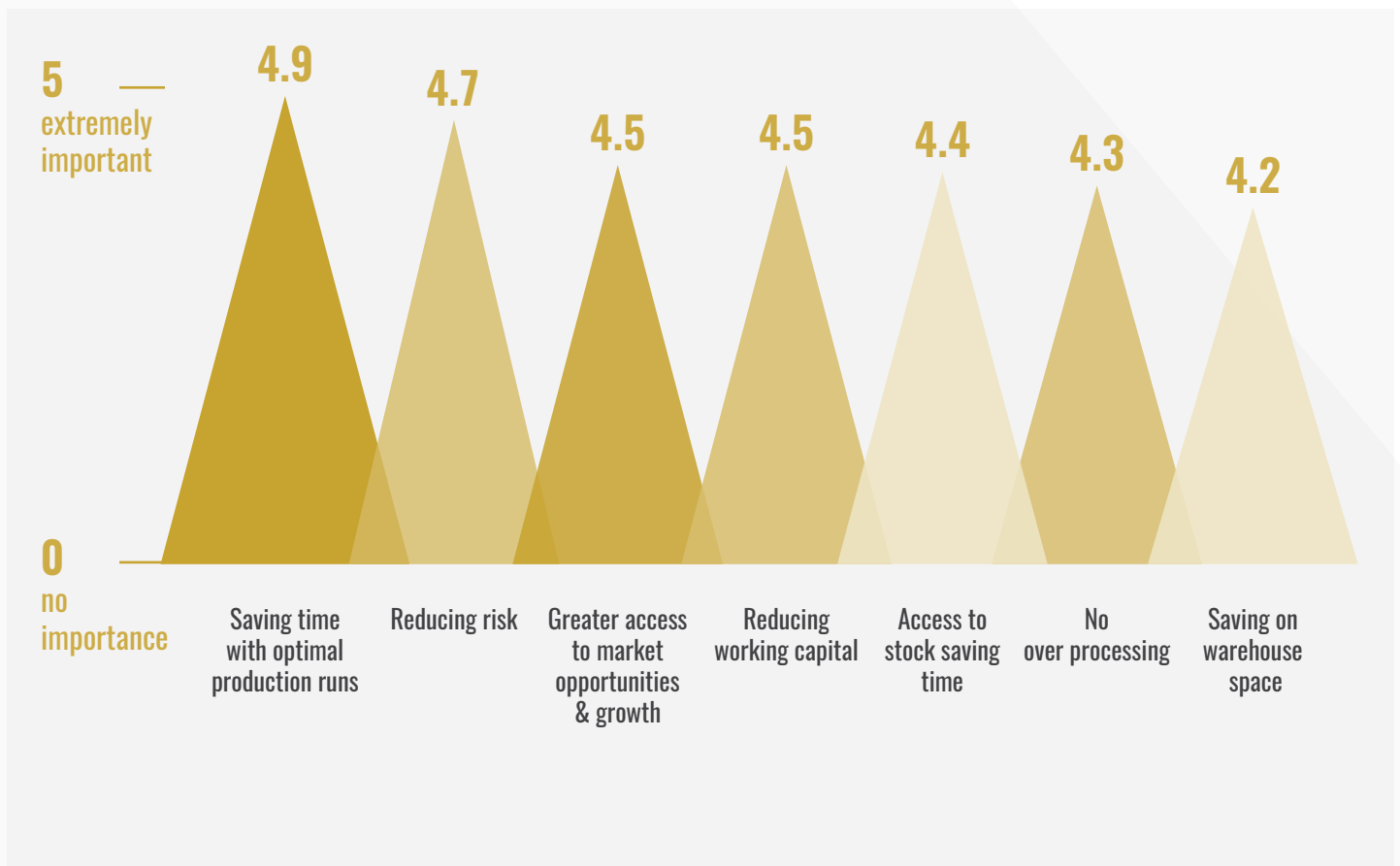
A competitive advantage starts to get formed and can be very strong when customers start to experience a different and better offer, superior to others in the market. This then allows the right products to be produced based on customer demand. Add in a bit of customisation and expertise to develop specialised products – premiums can then be charged at more profit made.

## THE SER® CUSTOMER'S PERSPECTIVE SHINES THROUGH

It's clear when our customers are involved in the Steel Efficiency Review® they undertake a challenging role of looking at their business in a very different way. They start to identify and examine key challenges to further understand the possible causes and drivers. They dig deeper and ask questions to determine possible solutions for improvement.

With the help of their SER® consultant the findings are then tested further and possible recommendations are considered. And when we look at the importance of relationships with our customers as we work closely together to create win-win opportunities, it's quite clear that supporting each along the way creates a long lasting partnership.

When we asked our SER® customers how they would rate the importance of the following value proposition elements (key customer benefits) – we found GREATER ACCESS TO MARKET OPPORTUNITIES AND GROWTH rated as important with an average rating of 4.5 out of 5.0 (5.0 being rated as “very important”).



## THE SER® CUSTOMER EXPERIENCE DRIVES A STRONGER RELATIONSHIP

So when it comes down to it, what actually drives our SER® customers to want to make a change in their business. And what is the role of the SER® consultant at this point in the journey?

When we asked our customers what drove them to undertake the Steel Efficiency Review® they answered both these questions. They commented on “needing some support to work on their business - rather than in it”. They also mentioned they were after a “different point of view or perspective on their business”.

This was the role of the SER® consultant to first build comfort into the process and ultimately look for win-win opportunities for both customer and supplier. 7 years on our customers will remember these initial wins and continually look for more improvements in challenges such as MARKET EXPOSURE to implement some change to produce great results.

# CONCLUSION

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The key findings from conducting 1053 Steel Efficiency Review® consultations on Australian steel businesses relevant to Value Proposition #7 – GREATER ACCESS TO MARKET OPPORTUNITIES, show the need for:

## HIGH QUALITY STEEL PRODUCTS MADE WHEN NEEDED, DRIVEN BY CUSTOMER TOLERANCES AND SPECIFICATIONS.

When speaking to 1053 steel businesses involved in diverse industries nationwide, we concluded that it comes down 3 key VP solutions to gain 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

In implementing these value proposition solutions, our customers not only gain GREATER ACCESS TO MARKET OPPORTUNITIES but they create opportunities to focus more closely on their customers and even highlight the causes of many other problems within processes that are hidden by this waste.

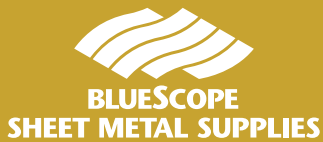
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We have found, our customers pursue the SER® as a vehicle to look at their business in a different way to make some small changes to reap big rewards. When we asked our customers what drove them to undertake the Steel Efficiency Review® they used words such as “fresh set of eyes” and “cost efficiencies” and “value” to determine

**STEEL EFFICIENCY**  
REVIEW®



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