




Columdae Reference Case Description

Client	 <p style="text-align: right;">Zanardi Fonderie Spa (Italy) www.zanardifonderie.com</p>
Product	Ductile iron and ADI castings
Project	Customer search in Denmark, Sweden, Norway, Finland, and the US.
Duration	January 2017 -
Objectives	<p>Zanardi Fonderie wanted to find more customers in Nordic countries, as they already had some, and believed that there was much more market potential in the region. Zanardi thus asked Columdae to find companies, which are manufacturing heavy vehicles and special vehicles, earth moving equipment, agricultural equipment, gears and transmissions, lifting equipment, defence equipment, and mining and construction equipment, and other products that may require castings.</p>
Consultant's Role and Achievements	<p>Columdae investigated which companies in each country were manufacturing products of the above-mentioned kind. Columdae found the relevant sourcing manager within each company, and contacted that person.</p> <p>Columdae asked sourcing managers details about their purchasing, in order to find out the type of castings they were buying (material, size, volume per piece) and thus ascertain whether there would be a sales opportunity for Zanardi.</p> <p>Those companies, which had needs that suited to what Zanardi offers, were then shortlisted, and Zanardi met with some of them at the end of the consulting project, with Columdae's support. One of the companies that Columdae introduced to Zanardi included the Finnish subsidiary of a global agricultural machinery giant, which opened Zanardi new sales opportunities far beyond Nordic countries. Zanardi was positively surprised by the large number of new sales leads that Columdae could generate for them in Nordic countries, and cooperation between Zanardi and Columdae continues to this day.</p>
Client Contact Person for Further Details	Available upon request