

MARK-TECH INTERNATIONAL CUSTOMER REFERENCE

August 2019

SJE Rhombus is +\$100 million per year manufacturer based in Detroit Lakes, Minnesota, USA. They manufacture sensors, alarms, and control panels for the global water industry. The CEO and board of directors had assigned a 2019 project for the sales team to do an in-depth market study and evaluation of the Middle East market in 2019. Due to time constraints and unfamiliarity with the regional market Mark-Tech International was hired on a 3 month project basis to perform this in-depth analysis. Specific goals of the project was the following:

1. Review the current presence and sales channels of key US and International Competitors.
2. Develop a database of potential distributors in the region and make initial introductions to them of the company.
3. Develop a database of potential local and regional sales agents to manage a future sales channel of distributors for SJE.
4. Establish a list of potential trade shows in the region to exhibit at over the next 3 years; Company elected to exhibit at a trade show in Dubai in October and in Israel in November.
5. Establish a dataset for regional water authorities to promote its products to for future new projects in the region.
6. MTI also made contact with past customers in the region that had placed orders during 2013-2018 time period to determine current interest in SJE products and their potential to become formal distributors.

Project was performed during May-July 2019 and was successfully concluded to the customers satisfaction. Here is their specific comments:

Thank you for your assistance with this project, we all agreed that it was quality work! It was nice getting to know you and learning more about the Middle East.

Best regards,
Richard

Richard Rankka
Vice President of Sales – Standard Products
SJE
22650 County Hwy 6
Detroit Lakes, Minnesota, 56501, USA
Richard.Rankka@sjeinc.com
+1 218-844-8740 - Office
+1 218-371-6134 – Mobile

