

eSelling Steel Seconds

CASE STUDY

Client

Our client is a profit center division of the world's second-most geographically diversified steel producer for handling by-products and scrap in the entire value chain of the steel company.

mjunction has been selling Secondary Flat items majorly HR products for the client from Kalinganagar location for quite a sometime. For the first time the client has started offering Seconds product HR items from Kalinganagar location.

Challenges



The Seconds items offered from Kalinganagar location required a good understanding of the materials, its usage and identification of the market.



Understanding the demand from PAN-India market and guiding the buyers about the right grades from Kalinganagar as per their usage.



Further there was initial pressure in meeting the client's expectation regarding price and participation since the product offered was Seconds.

Solutions



Upon understanding the products, we used our customer database resource to identify probable buyers for each product.



Started market making of the products to the probable customers. Helped them with rich technical inputs about the products being offered.



Formulated right auction strategy during and post lockdown period.



Since both Secondary and Seconds products are being offered simultaneously, made a proper auction calendar and followed that religiously.

Outcomes

5000 MT Seconds and Secondary products sold in one month (November' 20)

Highest ever quantity sold in one month as recorded by the client

mjunction specializes in selling secondary steel, production scrap, iron ore, pig iron and by-products, at the best possible market price without any hassles. A team of expert consultants ensures faster conversion of enterprise's inventory into cash. Seamless End-to end management of the sales process is our expertise and servers your all needs. Some of the key needs we serve are –

- Competitive price discovery
- Buyer discovery
- Transparency

Some of the values we add are –

- Category & domain expertise
- Large, active buyer base
- Supports large no of e-auction variants
- Secure & robust platform

To know how we can help you achieve maximum for your products with minimum hassles, connect with us.

mjunction services limited

www.mjunction.in | contactus@mjunction.in | 033 6610 6100