

RED CARMEN Prodexim S.R.L.

importator exclusiv



HENIKWON

To:

Whom it may concern

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Romania

Our company was established in 1993, based on selling industrial electrical products. In the last few years we faced the process of main manufacturers own sales network establishment. Surviving in a world of change however, meant that we must have at our disposal an effective and modern product range and being able to work continuously with improvements.

With this purpose in mind, in the period March - October 2005 we have implemented two development programs with AT Concepts GmbH: one to identify new products and suppliers and the second one to reorganize our business.

AT Concepts analysis methodology enabled us to identify improvement opportunities within our business in an effective and extremely tangible manner. Due to AT Concepts network and with their support we were able to identify and conclude an exclusive distribution contract with the Asian market leader of busbar products - The Henikwon Corporation - in 4 months.

The second program dedicated to reorganizing our business, proved us their effective listening skills and effective approach which enabled us to make progress without unnecessarily damaging the existing well-functioning structures or the motivation of our experienced personnel. They challenged us to do better, plan better and gave us the tools to outperform.

It is a matter of record that the increased sales volume and improvement in our performance which AT Concepts have helped us to reach, have been achieved and in certain cases exceeded. In so far as AT Concepts were in a position to determine it, this has also been achieved within the planned timetable.

As a result I would strongly recommend AT Concepts Consultants for similar assignments elsewhere.

