

Case Study – Sweden

SWED Powered Access Platforms

Mr Andersson and Mrs Karlsson had successfully run SWED Powered Access Platforms for nearly 20 years. A business with a strong hold in the construction market for Telehandlers and Scissor Lift Platforms, serving many of the major contracts in Stockholm and Gothenburg.



Clients of SWED Powered Access Platforms regularly asked their sales engineers if they could recommend an Edge Protection System Supplier. SWED Powered Access engineers would usually refer this business to a local specialist but in doing so, fail to exploit a potential profit centre.

How KGUARD® helped:

Mr Andersson and Mrs Karlsson had heard about KGUARD® and had been aware of their Edge Protection Products for some time and signed up to the KGUARD® Franchise.

SWED Powered Access quickly had access to a comprehensive range of Edge Protection Products as well as a competitive Pricing Model in line with KGUARD® International product pricing bands.

KGUARD® carried out the free initial product sales training and quickly set up a website platform and franchise link for SWED Powered Access that directed all rental and sales enquiries through to their franchised area.

The products and supply chain were highly reliable and the company was immediately able to satisfy customer demand, whenever it arose.

Having to only deal with one supplier made life far more simple for their clients, but also increased profit margins for SWED Powered Access, per project.

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CASE STUDY

Typical Sales Figures for this Scenario:

On average, each container of Edge Protection equipment sold generated £19,916 of gross profit.

For the rented Edge Protection equipment, Mr Andersson and Mrs Karlsson worked on the Silver pricing band, increasing the number of containers gradually each year, starting with one, then finally renting out five containers of equipment by year five. The company's average usage time for the rented equipment was 75% which made them £729,120 gross profit by the fifth year. Upon reflection, the company could have easily exceeded 75% utilisation.



Across the whole business this additional income represented 20% extra, CLEAR GROSS PROFIT, PER PROJECT.

SWED Powered Access Platforms clients are happy, Mr Andersson and Mrs Karlsson are happy, and the Sales Engineers are even happier with their increase in commissions and bonuses.

Conclusion:

Having the ability to offer Powered Access and Edge Protection products provided a large cash injection for SWED Powered Access Platforms and within a few years, Mr Andersson and Mrs Karlsson were able to expand their business and fulfill their dream of serving the whole of Sweden.

Key factors in SWED Powered Access Platform's Success:

- Having a good knowledge of the construction industry in their territory
- Offering products that go hand-in-hand with Edge Protection sales or hire
- Listening to their client's needs and being open to new ideas
- How fast the Company could begin supplying Edge Protection Products
- The effectiveness and ease-of-use of the KGUARD® Product line
- Knowing exact pricing points for Edge Protection Products to be competitive and maintain a healthy profit margin from day one
- Trusting in the KGUARD® Brand

Figures in this case study example are based on our silver package, at a very achievable rate of 75% usage.