

Farame – Wire article plant

Type of Client

FARAME S.A. was created in 1983 and has the leadership in the wire business , dominantly in supermarkets' trolleys. This corporation also acts in other market segments such as the car industry, postal services and logistics. Its sales were 11.700.000 Euro in the year 2003.

Problem, Solution and Added Value

Facing the evolution of an enlargement of its organizational structure, the implementation of an Management Innovating System (MIS) was strongly necessary. With the help of MERCAL, that made it possible to improve the competence and positioning of FARAME in the global markets. The system is quite innovative and a pioneer work in Portugal, our country, as it simultaneously involves three areas: Quality, Environment and Health and Safety at Work, seeking organizational improvements at various levels. With the development of this management integrated system FARAME could manage to increase its productivity and profitability. The MIS was optimized and adjusted facing the new management objectives and necessities of monitoring FARAME's Strategic and Operational Plans.

MERCAL has simultaneously developed an International Strategic Marketing Plan for FARAME to answer the market demand and its competitors, to promote a strong positioning in its actual markets and to enter new international markets. Mercal structured the marketing area. A Direct Marketing Plan was implemented to work out potential customers supported by a CRM tool.

To support the organization change towards a stronger marketing orientation, MERCAL developed and implemented a training leadership program facing the new objectives and goals. These goals were defined for the organization, its corporate strategy, repositioning business units and organization development. This training program promoted a strong leadership and the necessary competences to leaders and managers at all levels, regarding the future challenges.



Supermarket Trolleys - maybe you have used one built by FARAME!

MERCAL - Gestão e Marketing Internacional, lda

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European

Professional

Personal

Today, the corporation has a strong international focus in countries such as France, Spain, The UK, Portuguese speaking countries and also Israel, Greece, Cyprus, Luxemburg, Italy, Morocco, Turkey and Malaysia.

Nowadays FARAMÉ surely is one of the references in the wire article market and MERCAL as its partner helps to keep going on wheels.



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