

Quality Policy

The QUALITY POLICY of FIMINOX SPA is based on a mix of customized factors, which can enable to achieve the main objective: the whole satisfaction and fulfillment of the business relationship with the customer.

The critical factors, that influence the successful development of the company are:

Quality: it is the main element that characterizes the products of the company; standard ones are sold according to the International norms and the special items are produced under customer's specifications.

Price: must be competitive and attractive for the market.

Immediate availability of products on stock: it's a premium aspect in the current strategy of the European companies, in order to reduce storage and work on just-in-time deliveries.

Efficiency: the logistics organization must be efficient for guarantying a widespread penetration in the final market.

Delivery: it must be as quick as possible, with constant consideration of the logistic needs.

Service: it must be a key factor of the company in the relationship with the customer in different areas, such as technical support, problem solving, claim handing and so on.

Business Marketing: It means a marketing-action that produces an extra value to the item delivered, by giving a direct or indirect advantage to the customer, deriving from the relationships with a company like Fiminox.

Development of the special sector: it should increasingly become a strategic source, in order to differentiate the company from each other, with an uniqueness and high professional service.

The right mix of these elements also help in reaching the second objective (as specified by the "PR 04-04 Marketing"): an adequate and planned growth of the company.

Such growth must be achieved both in the domestic and foreign market. The steps to do, in order to reach such target are the following ones:

- Increase the turnover
- Look for new customers
- Research of new markets
- Increase the rotation of goods in the warehouse (in tons)
- Develop the purchasing strength towards suppliers of finished products and raw materials
- Research of new markets with higher profitability than the domestic one
- Facing the Global competition, which is penetrating into the Italian market
- Focus on customized parts, by researching the most interesting market niches; look for companies that use such items, in order to increase the productivity and volumes of goods realized
- Achieve a growth in the professionalism of the management, that was used to deal with the domestic market and which sometimes is not properly skilled (due to limited efficiency and professionalism degree of the employees)
- Look for a professional growth of all employees (marketing, administration, logistics, ...)

The Quality targets

The main quality targets defined by Fiminox SPA, are the following ones:

- Improvement of customer service
- Better delivery terms
- Business development

Improvement of customer service

Once solved the basic issues, such as price and quality, customer service represents the key word for winning against competitors.

Improve customer service means to create a privileged Customer-Fiminox relationship (loyalty) by using the following strategic levers:

- Competence and technical support in choosing the best product and / or the most suitable material
- External Sales agents (VEN), who are able to visit constantly and support the customer
- Internal Sales agents (VEN-op), who support both the external colleagues and the customers from the company
- The development of new and innovative services (as consignment stock, product customized labels/products, packaging, open orders and so on ...)

Better delivery terms

In an increasingly faster market, that requires even shorter schedules and consequently quicker feedbacks, it's necessary to work on two sides:

- Internally, for reducing the delay in processing the product (reception-control cycle and quality checking-storage-preparation of the order/delivery) by :
 - analyzing the process and reduce delays, by eliminating internal bureaucracy and transit stops;
 - find solutions for urgent products (mostly for special parts);
 - insist on a good internal delivery schedule, in order to have min. two working days planned, to be able to better handle emergencies and avoid downtime in the warehouse
- Externally for reaching the following target:
 - on one hand, constant monitoring of supplier delivery-terms respect (reminders), with assessment on the results achieved;
 - on the other hand, the usage of a system that allows, the company to concentrate itself on real urgent deliveries (lack of warehouse) by crossing purchase with the sales data.

Business development

The generational turnover in the company management, together with the difficult economic situation of the market, (mostly the domestic one), leads us to look for the business expansion in three different directions:

- Domestic market development with the identification of new potential interesting sectors and customers (target customer → end user)
- External market development (Europe) with the targeting of geographical areas, sectors and customers (target customer → distributor and / or big end user)
- study of potential partnerships (also producers-as. Tekinox-) to enter into precluded markets/sectors due to price issues