



Innovative model to support innovation development in SMEs ATI TERMING Kula - Serbia



The project is co-financed by the
European Union

Good neighbours
**creating
common future**

When the company / SMEs has an innovative idea and doesn't know what and how to proceed, then the **Innovation pool** helps.

The basic concept of the INNOVATION POOL ITCMInd idea

- Step 1** - identify a company / SMEs that has innovative potential and an innovative idea
- Step 2** - initiate innovative capacities of the cluster, hire experts for the realization of innovations
- Step 3** - study the problem (for example: technologies, legislation, standards ...) - create an ALGORITHM for solving a concrete innovation
- Step 4** - around an innovative company / SMEs cluster creates a team of experts / institutions necessary for the realization of a particular innovation – INNOVATION POOL
- Step 5** - Innovation pool provides support to the company / SMEs in the development of innovation from idea to commercialization - develops a BUSINESS PLAN for commercialization
- Step 6** - Public presentation of the BUSINESS plan, animation of potential investors and collection of funds for the realization of the innovation (jointly working : companies / SMEs, cluster and members of the Innovation Pool)

Innovation pool ATI TERMING Kula





by ,Ati-Terming' d.o.o. Kula

AN INNOVATIVE SALES MODEL FOR OZON AGRO HOT WATER PELLET BOILER

ITC MIND PROJECT

THE METAL SECTOR IS A PART OF VALUE CHAINS OF ALL TYPES OF INDUSTRIES. THE FOCUS OF THIS PROJECT ON INCREASING INNOVATION POTENTIAL OF THE METAL INDUSTRY IN THE HUNGARY-SERBIA BORDER REGION, AS A CONTRIBUTION TO THE OVERALL COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES (SMES).

Description of the project in one sentence	Implementation of an innovative sales model for a Ozon Agro hot water pellet boiler using digital marketing tools.
Main objective	Developing an innovative sales model for Ozon Agro, a non-polluting product that is fully compliant with EU standards.
Total value of the project (EUR)	180,200
Amount of funds requested from the Innovation Fund (EUR)	155,200
Industry/Sector	Production of thermal power equipment

OUR COMPANY



The company, "Terming Ltd." from Kula was founded in 1996, at a time when using a biomass as an energy source was just an idea of the innovative and something which wasn't used by many. However, the main products of our firm then and even now are boilers to heat with straw and residues of plant origin. As the company took its place on the market, the ideas started to come. Mostly in the sphere of agriculture, where we round up the technical processes of heating very successfully.



TERMING

THE PRODUCT



- Safe combustion of all types of fuel in pellets and other granulation
- Have reliable electronics that meet all the requirements precisely and a boiler originally designed for high efficiency
- 94% better utilization, the possibility of removing ash
- Modern design
- Wi-Fi connection
- CE mark

THE PRODUCT



- The class 5 by the standards EN 303-5:2012
- Measured model of 25kW
- Nominal full power -26,11kW
- Minimum Reduced Power – 8,1kW
- Working at full power -94,4%
- Reduced power efficiency – 90,9%
- Flue gas temperature at full power -118,2C

- Fuel gas temperature at reduced power -73,8C
- Ash emission at full power – 9,5mg/Nm3
- Ash emission at reduced power – 13,8mg/Nm3
- Max work pressure – 3 bar
- Weight -287kg
- Max. energy consumption – 380w



PROJECT GOALS



SALES

Increase sales of Ozon Agro pellet boiler in Serbia and EU, specially HU, RO, BG, HR



INNOVATION

Develop innovative sales model collaborating with external agencies such as:
marketing, web site development, SEO optimization, social network management



SUCCESS

In order to sell the product in the market of Serbia and other EU countries, digital marketing tools need to be applied. If the implementation of the new sales model is successful, the company can increase profits.

INNOVATIVE SOLUTIONS



UNIFORMITY OF POSTS

Define a certain „style” of visual appearance. Branded content.



ENRICH THE CONTENT

Content and visual enrichment.
Video, gif, animation, photos.



FAIRS AND CONFERENCES

Participate in many fairs, sponsor conferences and events.



NEWS MARKETING

Promote various news in the field of pellet boilers.



WEBSITE DEVELOPEMENT

Create a photo and video gallery on the site.



LINKING WEBSITE

Linking and internal linking on the site itself.

INNOVATIVE SOLUTIONS



WEBSITE CLEAN-UP

The menu must not contain pages and links that are not current.



SEO

SEO site optimization



BANNERS

Introduce banners that will further link and highlight the content needed.



EMAIL MARKETING

Introduce an email list application, introduce the practice of creating and submitting a weekly newsletter

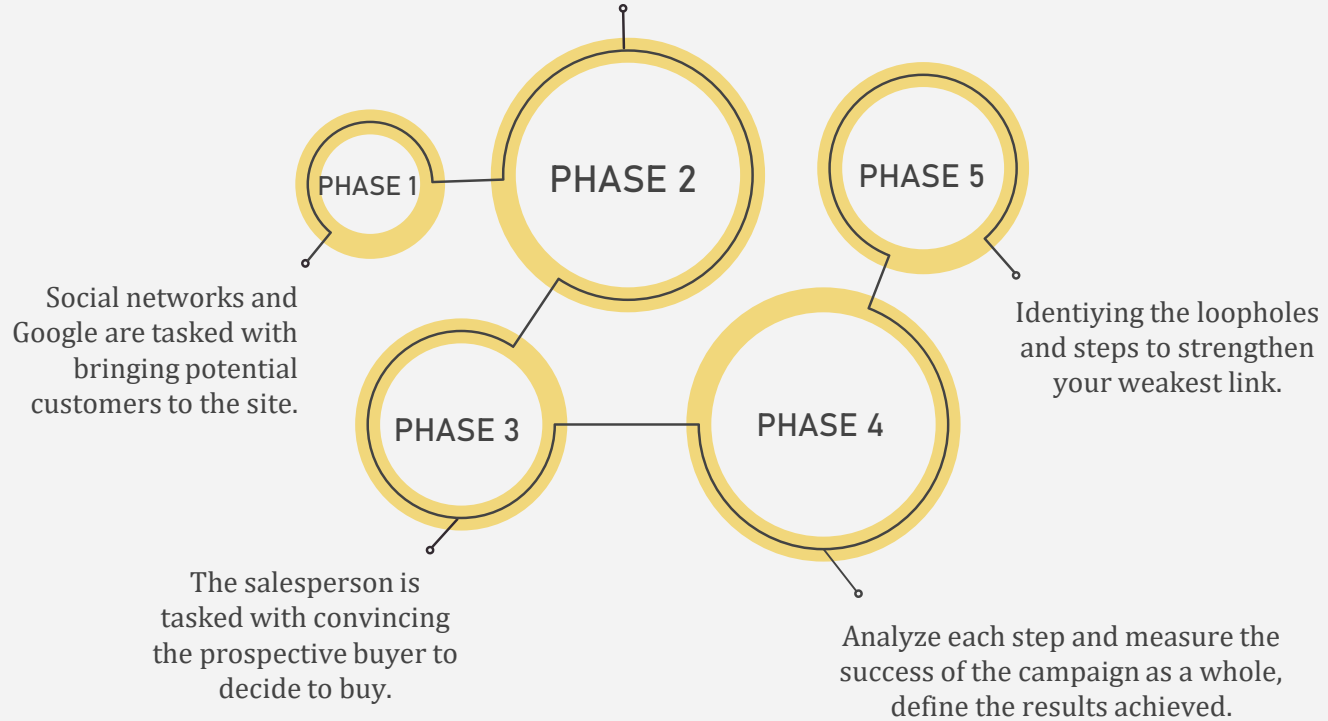


ONLINE MARKETING

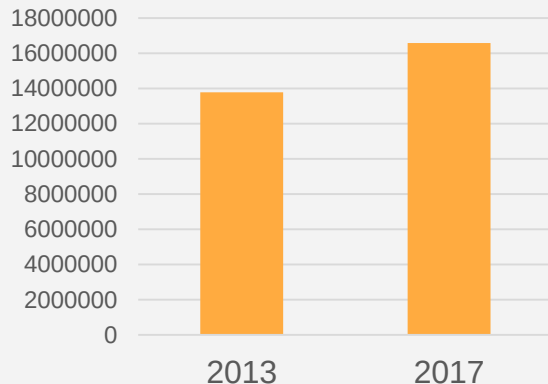
Social media advertising aims to bring people to the site, that is the sole aim and task of social networks.

PHASES

The site is tasked with providing adequate information and getting a potential customer to take the second step, fill out a contact form, call or visit the company.



MARKET ANALYSIS



EVOLUTION

PELLET PRODUCTION IN 2017
WAS 13,793,606 IN 2013



PLANNED PRICE OF OZONE AGRO
SIMILAR PRODUCTS ARE SOLD
BETWEEN EUR 1,200-4,800

1,000,000

ESTIMATED NUMER OF PELLET
BOILERS SOLD IN EU ANNUALY

SALES APPROACH

Competition

On Serbian market:
Alpha Plam, Kepo, MBS, Gas
Engineering, Bosch

Competition products are of identical quality, they are represented on the market. Oone Agro boiler provides far more power and significant energy savings.

Effectiveness

When planning a campaign, all visual elements need to be **aligned to** follow the **concept of the campaign**. This means that when defining a campaign, it will **define all the visual elements** that will be used for a given campaign, either on the **web or in print**.

Accordingly, a visual proposal will be defined to accompany the appearance on social networks (Facebook and Instagram), newsletter visuals, print materials and the like.

- ATI TERMING Website – Ozon Agro Product Sales Design
- Video
- Blog

SALES APPROACH

Project Financial Forecast					
	2020	2021	2022	2023	2024
Total Revenue (EUR)	495 000	630 000	870 000	915 000	1 050 000
Profit (EUR)	240 000	290 000	360 000	410 000	480 000

PROJECT QUARTER	PLANNED MILESTONE(S) IN THIS QUARTER	DESCRIPTION OF TASKS RELATED TO MILESTONES
Q1	1. Task force setup 2. Product component design	Ex: 1. Task force setup Recruiting of the specialists for prototype design Standardization of information exchange among team (regular team meetings, activity reports determination) and Experts' outputs 2. Preparation of the product component design Defining of the experts' tasks for product component design preparation Defining the action plan
Q2	2. Product component design	1. Preparation of product component design – technical documentation for production, procedures, necessary working health protection, storage conditions, quality control procedures setup
Q3	3. Machinery/tools for product components production obtaining	1. Machines/tools specification determination 2. Machines/tools ordering and obtain 3. Machines/tools installment and testing period of work performing
Q4	4. Laboratory for quality control installment	1. Laboratory specification determination 2. Laboratory obtaining 3. Laboratory setup and make it fully operational
Q5	5. Prototype production	1. Obtaining necessary raw materials and semi-products 2. Production of final products part based on the defined designs and procedures 3. Quality control of the product testing – in the laboratory
Q6	6. Final prototype production determination	1. Final product component design determination 2. Final product cost production value determination 3. Final production procedure setup 4. Quality control procedure setup

SWOT ANALYSIS

STRENGTHS

- Many years of experience in making hot water boilers
- A large number of references
- Sufficient premises for production extension in terms of m2 space
- Updated machinery and equipment
- Highly trained and experienced employees
- Stable financial reserves

OUR PROCESS

- Market development especially in EU (Hungaria, Croatia, Romania, Poland) and in BiH
- Precise technological specification of product defined by EU and domestic regulations and standards
- New markets preferably in Russia

MARKET ANALYSIS & TARGET

- Absence of special sales service
- Minimal use of marketing
- Sales based on recommendation
- Limited capacity increase

OUR CONSULTANTS

- Political barriers for export
- The change of EU and standards of foreign states in the sector
- Expressed competition on the market of Serbia and the EU
- There are many boilers for the same purpose
- Dependence on agricultural production



THANKS

ATI-TERMING DOO Kula (Serbia)
Kucurski put bbtel./faks +381/25-722-866
tel. +381/25-726-870
tel. +381/25-722-233
mob. +381/63/833-09-84
mob. +381/63/119-50-91

www.termingkula.rs
termingkula@gmail.com

