



Fusion of knowledge  
and experience



**Interreg**   
**SLOVENIJA – AVSTRIJA**  
**SLOWENIEN – ÖSTERREICH**  
Evropska unija | Evropski sklad za regionalni razvoj  
Europäische Union | Europäischer Fonds für regionale Entwicklung

Passport to Export 

# COMPANY PRESENTATION

Šumer d.o.o is a multigenerational family company with 50 years tradition of entrepreneurship and trade. The current sector has started around 1980 with the manufacture of springs.

Based on needs and development of technological processes, the company has developed into a systemic supplier and thereby gained new experience in the field of metal and plastic products.

New trends on the market, lead us in developing of new products. Besides offering our services of sheet metal transformation, plastic, metal-plastic, production of tools, components for home kitchen appliances, car industry and agricultural industry, we also develop products under our own brand.

# PROTOTYPE PREPARATION

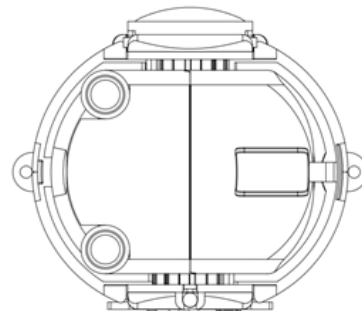
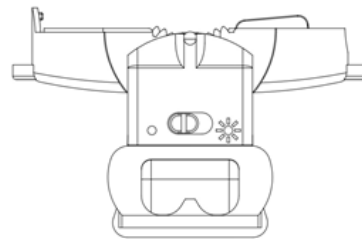
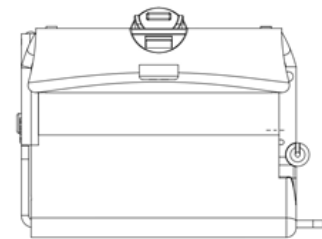
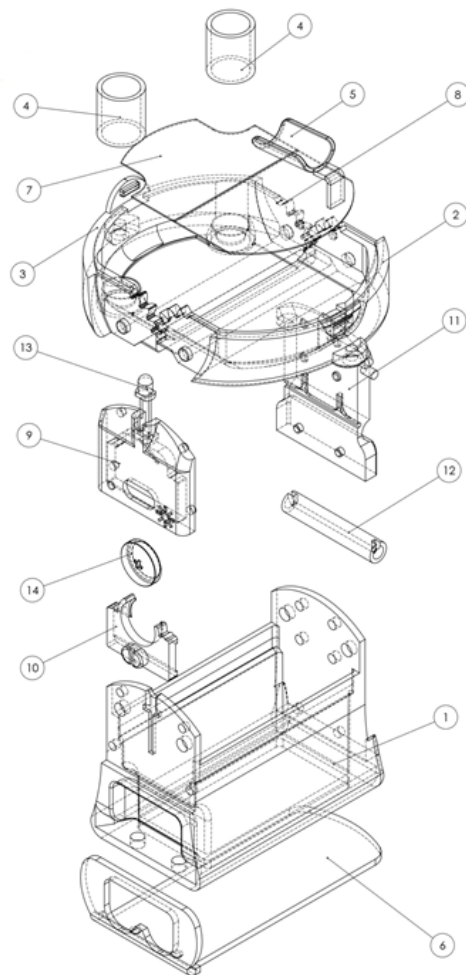
We analyzed:

- The competitiveness of the industry and product
- Existing substitutes
- Negotiating power of customers and bargaining power of suppliers
- Size and structure of the target market
- SWOT ANALYSIS
- Technological background
- Habits of target groups

We set up:

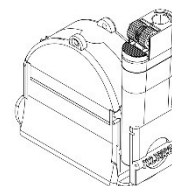
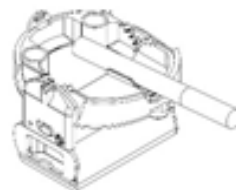
- The basis of a business model
- Set the parameters
- A strategy design
- Project development management
- Technology for development and prototyping
- Made two raw versions of prototype
- Market and industrial design adaptation
- FOT- first of tool
- Tool optimization
- After confirmation of the final version we will start with the first production series and test launch it to test the market response

# THE PROTOTYPE 1



- karabinček
- vzmet L (izdeli se na podlagi končnega izdelka)
- vzmet D (izdeli se na podlagi končnega izdelka)
- vžigalnik
- pakirni paket (karton+plastika)
- industrijska embalaža

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1	vit odganika	12	MAKROLON-9415	A.46.00.12.0			
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Components and operation of portable ashtray:

1. Wings - closing the PP and the surface for the disposal of waste
2. Container - waste collection center
3. The door - to empty the container

Portable ashtray is at the end of the prototype phase and is preparing for serial production and protection of the brand name of the middle price class, which will have its own name and shape.



# PROTOTYPE PREPARATION

## OPPORTUNITIES

- legislation in Europe, America and Japan prohibits indoor smoking.
- the product is interesting for global marketing
- there are not enough products on the market
- increased use of such products is expected
- it is possible to create an unlimited number of brands
- greater environmental awareness of people

## THREATS

- competition has cheaper products (but unparalleled) is more demanding to produce (more finishing)
- increased anti-smoking awareness of people

## ADVANTAGES

- is more functional than competing products
- is more stable / better than competing products
- the brand recognition strategy is based on market analysis and responsive target audiences.
- the brand can quickly and constantly adapt to the needs created by the market

## WEAKNESSES

- has no own distribution network built
- large inputs are required in promoting the product



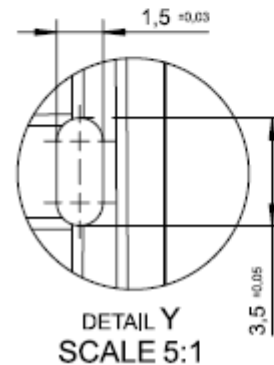
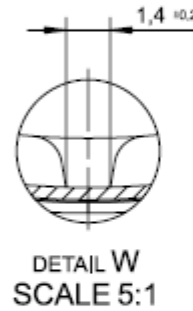
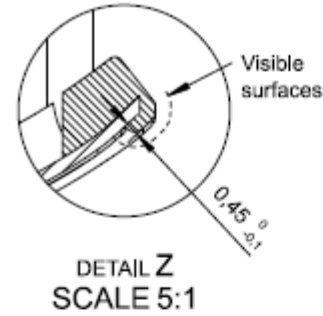
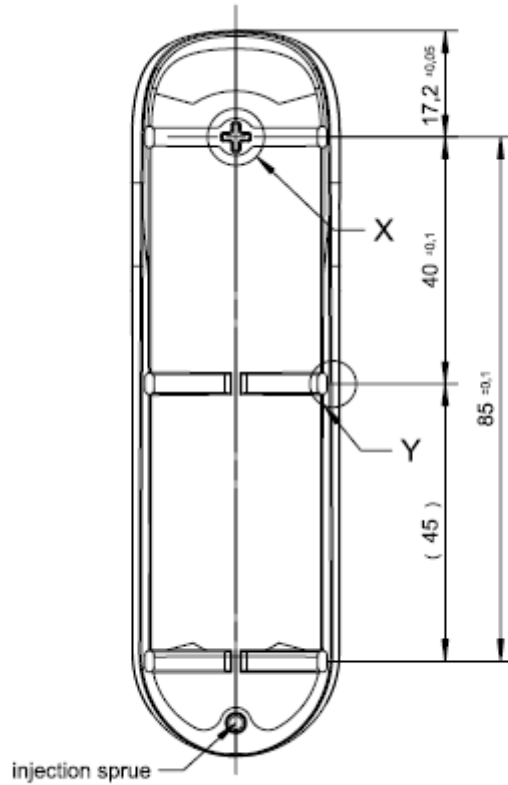
# PROTOTYPE PREPARATION

We decided to proceed with product development of portable ashtray!

Why?

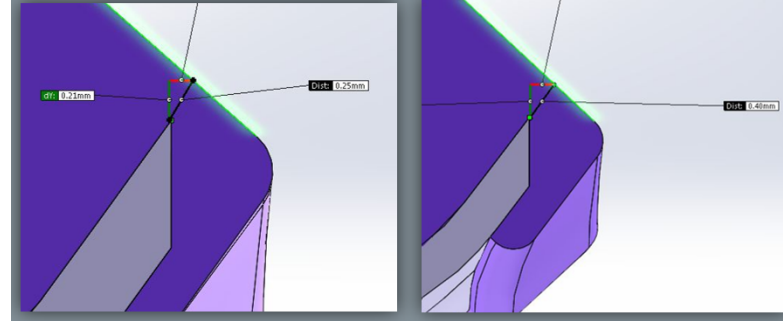
- Cigarette butts are the kind of garbage that represents an environmental problem.
- About 4.5 trillion cigarette butts end up as rubbish. In England cigarette butts represent 122 tons additional garbage a year
- In developed countries, the proportion of cigarette butts ending as garbage in the environment is about 50%.
- It takes up to 12 years to decompose a cigarette
- After one hour, when the cigarette comes into contact with water, it issues chemical substances such as cadmium, lead and arsenic.
- Cigarette butts were found in the stomachs of fish, whales, birds and other animals.
- Smokers in many countries pay penalties if they are caught in the dumping of cigarette butts.

# THE PROTOTYPE 2



## Offset 0,15mm on wall

- Overall length is optimized from 116,7  $\pm 0,2$  on 116,3  $\pm 0,1$
- Width is optimized from 32,5  $\pm 0,1$  on 32,2  $\pm 0,1$



Front cover shield for hand blender:

Optimization of metal and plastic is needed to achieve more durable plastic edge which can sustain possible pressure applied during handling and cleaning of final part. Our R&D department had to develop a better overlapping of the metal plate and the plastic. Tool needed to be also modified (all 4 cavities) + change on middle traverse.

We had to prescribe test for testing the cosmetic edge to avoid possible future problems with striping, cracking, .....

# INTERNAL ANALYSIS

We analyzed our internal capabilities with entering the market under our corporate brand with services and products:

- We started with analyzing the market
- Defining the distribution channels and prices for materials
- Made an estimation of export capabilities with 10P assessment:

People

Price

Processes

Positioning

Power

product/services

Promotion

Pricing

Place of sale

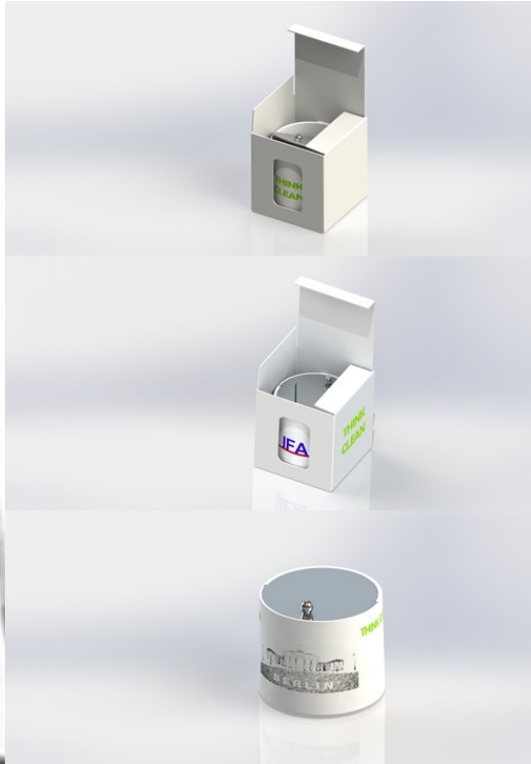
Planning and control

Precedents from Market Scanning,



# INTERNAL ANALYSIS

Entering the market of Switzerland and Italy with products:



think  
smart

think  
active

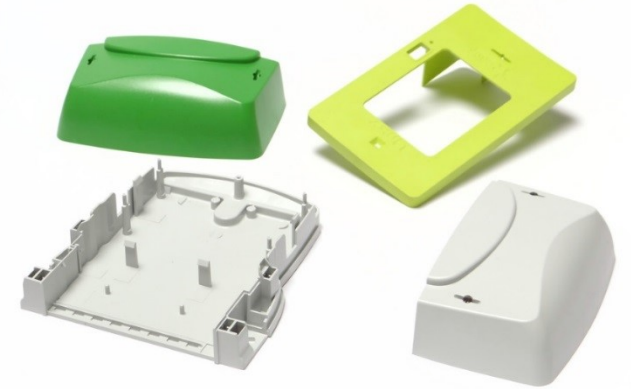
think  
healthy



# INTERNAL ANALYSIS

Entering the market of Switzerland and Italy with services:

- Injection molding
- Metal plastic
- Stamping
- Machining
- Spring and wire bended elements
- Heat treatment
- Assembly
- Tool shop



# FEASIBILITY STUDY

As part of the Passport to Export project, we have become more aware of ways through which a company can enter new markets that have not yet been acquired, or how to improve our sales and marketing activities to achieve our goals. Internationalization is a multidimensional process that needs to be thoroughly prepared for, as lack of knowledge of one's own weaknesses and market dangers and the accidental pursuit of activities in a foreign market pose too much risk for the company.

Today our company exports 32% of total production. Due to this fact we decided at the company to start intensively carrying out the activities of internationalization. The market of Northern Italy is particularly interesting because of headquarters of multinationals manufacturing household and personal care appliances. Also with the intention to reduce our dependence of German market and automotive industry.

During the project we have successfully developed 2 prototypes. One that is our own invention and other who was developed for an Italian company De-Longhi. We will continue with our projects and internationalization activities in 2020. We expect that we will gain an important advantage with complete digitalization of our production and processes and increased online presence.

# CONCLUSION



We have cooperated in the project group and the outcomes are:

- New knowledge about internationalization
- We have cooperated in making of new promotional material and in marking of the mapping tool to help the SME with technology transfer and facilitate their entry on the foreign markets.
- New contacts have been established that will help us also in our R&D venture
- Inadept analysis about future trend and markets has been made

