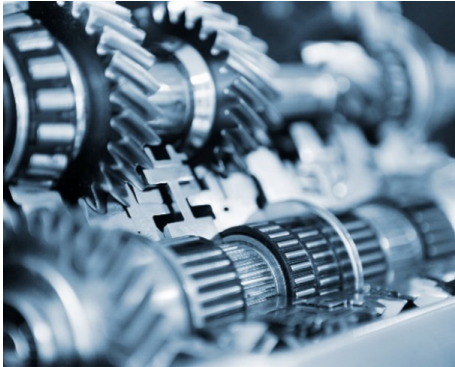


# Case Study

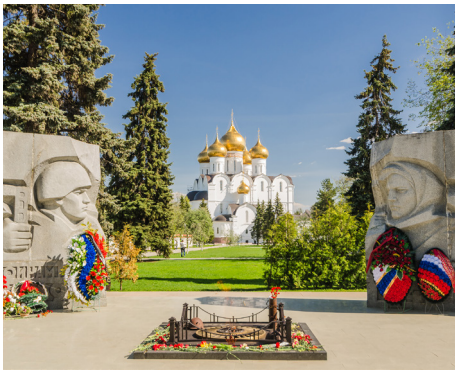
## Car Part Manufacturer Takes Control of her Russian Footprint



A US auto parts manufacturer sells aftermarket equipment to a range of leading Russian distributors. Due to various developments in the Russian market, it was difficult to maintain and expand market share with sustainable margins.

### Starting Situation

Increasing competition, big currency fluctuations, expensive financing, and high import costs per shipment were increasing the price pressure that distributors place on their suppliers. Instead of dropping prices, the manufacturer wanted to increase their service level to be more competitive. For this reason, the manufacturer wanted to sell from Russian stock but was not willing to invest in creating and maintaining a big local team and infrastructure in Russia.



### Solution

With our established local teams and infrastructure, we provided an integrated solution in which the manufacturer concentrates on selling while we take care of everything else. By appointing Hellmann as the Importer of Record, the manufacturer can offer customs cleared products with same/next day deliveries on their own terms and conditions.



Supported by our flexible B2B sales platform, local distributors can order their products online at prices and conditions the manufacturer has set. For this specific company, we also absorb the exchange rate risks from order to cash, eliminating the currency fluctuation risk for the manufacturer.

### Conclusion

The manufacturer can sell already customs cleared products on their own terms and conditions without big recurring costs, risks, or investments because all local operational and organizational activities are performed by Hellmann.



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