



**GLOBAL  
BUSINESS  
DEMANDS  
GLOBAL  
SOLUTIONS**



**CLIENT  
CASE  
STUDIES**

## **GSSI INCREASES REVENUE AND MARGIN FOR PREMIER CHINESE GLASS MANUFACTURER**

### **CLIENT:**

One of China's largest specialty glass manufacturers for bottles and containers.

### **MARKETS:**

Manufacturing

### **SOLUTION:**

Introduce new product line to be exported to U.S. Wine Market and improve logistics model

### **BENEFITS:**

Supported growth to newly identified market segment; increased revenue and profit margins

### **ACTION:**

Partnered with industry experts to research U.S. market conditions and future opportunities. The focus was on U.S. competition, market capacity, pricing structures and distribution channels. Reviewed current client manufacturing process and quality initiatives in order to provide direction on continuous improvements to meet US market requirements.

### **CRITICAL SUCCESS FACTORS:**

Utilize clients expanded capacity which was not supported by anticipated domestic growth. Improve perceived quality image of Asian imports of glass. Capitalize on US glass industry consolidation and substantial rapid price escalation. Improve logistics model to reduce import costs.

### **SOLUTION:**

Work closely with clients manufacturing operations to introduce a new product line for export to US wine manufactures. Identify target customers for custom offerings with lower price points. Assist client in developing a direct sales force, new marketing collateral and establishing a new brand identity. Develop well established logistics model to establish a well defined trade route from China.

### **KEY BENEFITS:**

Export sales utilized expanded manufacturing capacity and increased sales volume respectively by 45% and 70% over a two year period. Margins improved by 15% resulting in \$1.5 million incremental profit per annum over the same 2 year period. Client anticipates to be the 4th largest wine bottle producer and distributor to US market by 2008.