



modominesTM
mining simplified

Modomines
Market Survey

Reason / Objective



Pre Planning

01 *Team Allocations*

02 *Direct Meetings
Plan*

03 *Calls Training*

04 *Questions formats
and Understandings*

05 *Reporting System*

Pilot Run

01

***First Level Calls
and Feedbacks***

02

***Direct
Meetings
and
Feedbacks***

***Discussion
with Clients
and
Finalisation***

05

04

***Changes
and
Corrections***

03

***Team
Discussion***

Geographical Coverage

Thiruvanamalai

Kanchipuram

Trichy

Madurai

Chennai

Competitor Analysis

01

Cost Level

02

Product Quality

03

Sales Ideas

04

Team Strength

05

Marketing Tactics

06

*Reference and
Testimonials*

Client Expectations

*User
Friendly
access*

*Cost
Level*

*Master
Key
Method*

*Upgrade
Methods*

*Inter
connections
with all
Operations*

Time Line Durations

01

10 Days - Pilot Run

02

**20 Days - First Level
Market Survey**

03

**Report Submission
and Client Discussion
-1st Level**

04

**20 Days - 2nd Level
Market Survey**

05

**Report Submission
and Client Discussion
- 2nd Level**

06

**10 Days - Final Market
and Report Submission**

Challenges



Success Formula

*Focus on Relationship
Marketing*

01

*Invest on People -
Invest on Client*

02

*Best Marketing
Communication Tools -
Video Contents*

03

*Promote your
Brands is No 1*

04

*365 Days Interaction
and Conversion*

05

Smart Techniques

01

***Promotional
Video
Contents***

02

***Testimonial
Videos
from Top
Players***

03

***Districtwise
Local Connect
Support - Sales
Support Hub***

04

***Associations
Heads and
Key Decision
Makers***

05

***Regular
Interaction
with Client***

Technical Requirements

01 *Productivity*

Sales

02

03 *Purchase*

HR Managements

04

05 *Logistics*

Key People and Decision Makers



Team

01

**Field
Managers
Market
Survey**

02

**Data
Analysers**

03

**Data Entry
Executive**

04

**Callers -
Managers -
Market
Survey**

05

**Project
Manager**

Opportunities and Advantages

01

Big Volume Business

02

365 Days Revenue

03

***Open Market -
No Dominating Brands***

04

Multiple Cost Screen

05

Most Essential and Tech Solution

Target Crowd

01

Quarry Owners

02

Crusher Owners

Reporting System

01

**Excel
Sheet
Datas**

02

Photos

03

**Audio
Recordings**

04

**Charts
and
Graphs**

05

**Primary
Report**

06

**Analysed
Secondary
Report**

Interaction Method

01 *Permission and Introduction*

02 *Direct Meeting Permission*

03 *General Feedbacks and Requirements*

04 *Questions and Answer Methods*

05 *Phone Conversation Recording*

Client Response and Support

01

***Positive
Feedbacks***

02

***Negative
Feedbacks***

03

***Market
Struggles***

04

***Previous
Executions***

05

Next Plans

Promotions and Advertisements

01

Association Meetings

02

Strong Promotional Videos

03

Promotions in Tamil Content

04

Regional Strong Branding Connect

05

Whatsapp Promotions

Sales Connect and Guarantee

01

***Potential
Customers***

02

***Regular
Interaction***

03

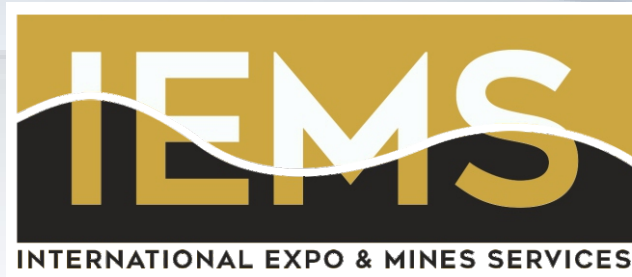
***Understand
the Requirement
Daily***

04

***Proof and
Guarantee***

05

Sales Close



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