



Corus Consulting

Marketing Advisory Services

Iron and Steel Industry

Marketing Advisory Services

The unrivalled capability of Corus Consulting is rooted in the know-how and experience of the Corus Group. Within the world steel industry, Corus has been a forerunner in the development of a market-oriented approach to business. Its success is based upon constant advances in product development and a high level of customer focus in sales and marketing activities.

Unique Capability

Corus Consulting has full access to the expertise and resources of its parent company. The advisors who undertake its assignments are drawn from the Corus Group and, having held very senior positions within sales and marketing, demonstrate a capability based upon practical experience. Corus Consulting advisors have in-depth knowledge of products and their applications, and an understanding of what is required to be successful in highly competitive international markets.

An extensive database and in-house sources of market intelligence are at the disposal of Corus Consulting. Corus manufactures in 17 countries and has marketing operations throughout the world. Also, Corus Consulting has carried out fieldwork, including market surveys, in many countries.

The experience of Corus Consulting in Marketing Advisory Services is complemented by an in-depth capability in the provision of technical assistance to iron and steel producers. Technical expertise is available in all process areas, including mills and finishing operations.

Companies will gain valuable benefits from utilising the Marketing Advisory Services whether they wish to increase their share of business in existing products and markets, or whether they are contemplating strategic development in new products and markets

- Strategic market studies
- Product development strategy
- Interview surveys
- Studies of international steel trade
- Economic and steel demand forecasting
- Distribution studies
- Assistance in sales planning
- Export market surveys
- Service centre feasibility studies
- Cost and pricing models
- Sales and marketing organisation
- IT systems for sales and marketing
- Market and industry research
- Customer service & sales promotion policies



Industry experience and technical know-how

Broad Coverage of Industry Sectors and Markets

The Corus Group has an extensive product portfolio and a presence in many markets through its international network of sales offices. It manufactures and distributes all principal products of the iron and steel industry as well as specialist and advanced specification products downstream from the steel industry. Corus sells its products and services into a multitude of consuming sectors, many of which fall into the construction, automotive, engineering, wire products, energy, transport, consumer durables, and high technology industries.

This wide spectrum of industrial sectors and markets gives the foundation for much of the expertise in Marketing Advisory Services available within Corus Consulting. In addition, Corus Consulting is able to provide marketing assistance to the sectors which supply raw materials to the iron and steel industry. This expertise arises from the Corus Group's activities as a major purchaser of the raw materials, and from the Corus Consulting technical advisory services provided to iron ore mining and related sectors.

Geographic coverage of the Corus Group marketing network extends to all regions of the world. Corus presently has 41 sales offices worldwide and sales revenues of around US\$13 billion. A significant portion of the sales of its products and services are generated by the Corus European, North American and International Market Units, and by general and specialist Service Centres located in Europe and North America.

Marketing Advisory Services

All flat products and long products
Colour coated and galvanised steels
Tinplate
Building systems
Electrical steels
Wire products
Steel distribution and service centres

Product Development and Customer Service

Corus has accumulated valuable know-how in the creation of product specifications and services according to customer needs. Its marketing has focused upon the interface between its own production and production in the steel consuming sectors.

The marketing process starts in the Corus manufacturing plants. The highest priority is given to product development in the company's well resourced Research and Development programme, and major advances have been made in quality control and other systems. Investment in information technology (IT) systems, which manage the activities from order entry to shipping, has also assured world best performance in delivery and service.

Corus implements a strategy of moving downstream and adding value by undertaking some production processes formerly carried out by its customers. It has done this to the benefit of customers, reducing their costs and enhancing their operating efficiency. Its extensive network of Service Centres carries out further processing of steels and delivery of products ready for direct input to customers' production lines.

Links with the consuming sectors have become stronger. Corus undertakes supply chain management, and sometimes project management, on behalf of customers. It has significant involvement in the development of end products in many consuming sectors and this has resulted in larger markets for some steels. Examples include : growth of the structural sections market through linkages with architects and civil engineers; and design co-operation with motor manufacturers through the Corus Automotive Group.

Foundry and forge products
Tube and pipe
Stainless steels
Engineering steels
Rails and accessories
Iron ore pellets, DRI/HBI, scrap
Ferroalloys



In-depth knowledge of products and customer needs

Impressive Track Record

Corus Consulting has provided Marketing Advisory Services to a wide range of clients in all regions of the developing and industrialising world. For many years, it has assisted iron and steel producers in marketing their products, and has conducted market studies on behalf of international agencies, such as the World Bank and European Commission, financial institutions and potential investors in the steel industry.

Malaysia. Export and domestic market surveys for long products and engineering steels

Ukraine. Strategic market study for expansion project of long products producer.

Zimbabwe. Full range of marketing advisory services for state-owned steel producer in World Bank diagnostic and strategic study

Romania. Export market surveys for heavy sections and rails

Mexico. Market appraisal covering full product range of state-owned steel industry in World Bank restructuring study

Central Europe. Market research and interview surveys covering flat / long products, coated steels, tinplate, engineering steels, and building systems

Southern Africa. Market surveys for two resource-based projects for manufacture and sale of DRI, slab and hot rolled coil

Former Yugoslavia. Full range of marketing advisory services provided to whole of iron and steel industry covering all products (World Bank)

Egypt. Full range of marketing advisory services for two major steel companies, covering flat and long products, coated steels and DRI

Indonesia. Market studies covering all flat and long products, tube and pipe, as part of World Bank sector study

Saudi Arabia. Strategic market studies for three new projects for manufacture of colour coated steels, tinplate and iron ore pellets

Asia Pacific. Review of steel markets in all countries of the region and studies of regional and international trade

Hungary. Detailed market assessments in privatisation studies of two steel producers (Phare Fund – European Commission)

Czech Republic. Market appraisals and interview surveys in restructuring / privatisation study of long products producer

Macedonia. Export market studies for ferroalloys (World Bank privatisation project)

Pakistan. Strategic market study for foundry and forge products

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