

How to Become a Successful Supplier



a Case Study:

Ouro Fértil & Mercedes Benz of
Brazil



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Proposed
partnership to
produce
“green”
automobile
parts



Drivers...



- MULTINATIONAL: Intention to produce “green” automobile parts
- SUPPLIER: Capacity to produce at high quality & volume
- GOVERNMENT: Economic development program
- INVESTORS: Interest in deal

What do suppliers need?



- Technology & information transfer
- Secure product demand
- New product research & development
- Clear decision-making process

What do suppliers offer?



- Quality/time/volume control
- Technical know-how
- Professional training
- Credibility
- Multidisciplinary team & management skills
- New product/market development
- Technology innovation

Challenges & Barriers



- Perception about small companies
- Lack of start-up capital
- Credibility around quality/time/volume
- Long-term business sustainability