

Questions to be answered for a Case Story

1. What is the customer's name?
2. Link to customer's website.
3. In which sector (DIC code) is the customer operating?
4. In which country is the machines installed?
5. Which Print & Apply equipment is installed?
6. Do we have any service agreements with the customer?
7. Is it a new or existing customer?
8. What are we putting a label on?
9. Problems/Challenges customer was looking to resolve?
10. What is the code format & content?
11. Any special customer needs to be considered?
12. How did MECTEC solve the customers issue?
13. Length of relationship with the customer
14. If it was a new customer, what equipment was replaced?
15. Was the customer looking at a competitor equipment as well? Which?
16. Why did the customer choose a MECTEC equipment?
17. Are there any future sales potential?