



CARPET CLIPS - A WIN WITH LOCAL SUPPORT



CHALLENGE

Supplier quoted EFC Customer direct due to high volume. EFC was competing to win the business with higher price.

SOLUTION

Created value with the customer for having Korean *local sales support*. Proposed to keep safety stock at EFC warehouse. Built up personal trust with expediting samples and delivering them on a Friday evening. In addition, EFC Korean customer highly recommended EFC from their past experience.

RESULT

Customer is looking to EFC for the production business. Currently have received a PO for their pre-production.
6 per Car / 440,000 vehicles per year

Automotive Sound System Application Carpet Clips