



Specialised Crafters of Stainless Steel Canopies

www.rocksolidindustries.co.za

Michael Voss
Report Back

PUM

Netherlands senior experts



A Member of SASSDA



COMPANY PROFILE



Rock Solid Industries PTY (Ltd) established in 2007
Situated in Westmead, Durban, South Africa.

Our core business is in the design and manufacture of Field Service Toolboxes and Canopies for multiple industries with a particular focus in Leisure, Mining, Transport and the Construction Industry.

Our Toolboxes are marketed under the RSi SmartBox™ and Canopies under the RSi SmartCanopy™ range of products.

Signature Products

- **RSi SmartBox** – Mobile Workshop Solutions
- **RSi SmartCanopy** – Commercial & Leisure Canopies
- **RSi CKD Canopy** – Unique Flatpack Canopy (Patent Pending)

RSI – Sample Product Range



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RSI PRODUCTION FLOOR





RSI COMPONENT PRODUCTION





RSI CURING BOOTH





RSI ASSEMBLY LINE





RSI ASSEMBLY LINE





Go Further

A Member of SASSDA



ROCK SOLID INDUSTRIES

RECENT ACHIEVEMENTS

- FORD & NISSAN APPROVAL
- AA FLEET SPECIFIED
- Winner of SASSDA Best Product Award 2014



KIT OUT YOUR RANGER AND WIN YOUR MONEY BACK!



SPEND OVER R5 000

ON FORD-APPROVED RANGER ACCESSORIES BEFORE 31 OCTOBER 2014 AND YOU COULD WIN YOUR MONEY BACK UP TO THE VALUE OF R15 000

TO ENTER, ALL YOU HAVE TO DO IS SMS YOUR NAME, SURNAME & VIN* TO 37968

VIN CHANGED AT R150
VIN CHANGED AT R150
VIN CHANGED AT R150



WINNERS WILL BE ANNOUNCED EACH MONTH UNTIL THE END OF OCTOBER 2014

IT'S TIME TO TAKE YOUR RANGER TO THE NEXT LEVEL!

[ACCESSORIES](#)

[TERMS & CONDITIONS](#)



SPECIAL PROJECTS

EXXARO - Mining Specific Solutions



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exxaro
POWERING POSSIBILITY

New Developments 2014 / 2015

CKD - complete knock down



“African conditions have consistently conquered the Fibreglass & Aluminium type products.”

- 10 STD double cab Canopies fit in a 20ft container
- CKD allows 42 units to fit per 20ft container
- The RSI Patented CKD allows for easy custom build options

EXPORT READY



Flat Pack
Packaging



Step by Step
Assembly



RSI SMARTCANOPY™

CUSTOM BUILD OPTIONS



{ RDSDC - Solid }



{ RDFWDC - Fixed Window }



REAR DOOR OPTIONS



SMARTCANOPY
CKD
COMPLETE KNOCK DOWN

SIDE DOOR OPTIONS



{ SDGWC - Gull Wing }



{ SDSDC - Solid - No Door }



{ SDSSWDC - Solid with Sliding Window }



{ SDGWSWDC - Gull Wing with Sliding Window }

FRONT PANEL OPTIONS

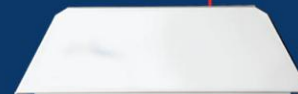
{ FPCSDC - Cab Slider }



{ FPFWDC - Fixed Window }



{ FPSDC - Solid }



STANDARD FEATURES



Automotive Grade
Stainless Steel



Quick
Assembly



Water
Proof



Lightweight
Construction



Export
Ready



Colour
Matching



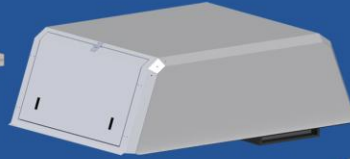
RSI SMARTBOX

**EXPORT
READY**

Step by Step
Assembly



REMOVE PACKAGING



REMOVE BOTTOM HALF



INVERT BOTTOM & ASSEMBLE



RSI Request for PUM Assistance



1. assistance with **generation of sales**
1. assistance in **international exposure**
2. evaluate and **improve quality of the paint finish**
3. recommendation on **Increased Manufacturing Capacity**

Introducing Mr Harry Reijngoud

Mechanical and Automotive Engineer

Senior Expert in "Automotive Industry"; specialised in

- automotive fleet management
- workshop lay-outs
- workshop tooling
- quality systems

Experienced Manager of commercial organizations.



Products Include: Truck, trailer, axles, transmissions, clutches, engine components

Responsibilities: All areas of business: sales, service, warranty, marketing, introduction of new components.

Project experience in EU, as well as in Russia; also: Africa (South-Africa, Benin, Namibia, Tunisia, South-Sudan, Tanzania, Kenya) and South America (Brazil).



Recommendations

1. assistance with **generation of sales**

*It is recommended to use **QUALITY** and **CUSTOMER SERVICE** as the keystone for growth, and **NOT** to use pricing as a marketing tool.*

2. assistance in **international exposure**

a. Surrounding Countries, *Namibia, Botswana, Zambia & Mozambique,*

b. Emerging markets will be *Kenya and Tanzania,*

c. Longer term followed by *South Sudan and Uganda.*

a. Export to the Middle East - Dubai & Abu Dhabi - the market is an intermediate suppliers market to surrounding countries and to large multinationals.

3. Evaluate and improve quality of the paint shop

- a. introduce construction changes (air intake: painting booth)
- b. change connections to compressors
- c. Relocate preparation, primer painting + canopy inside painting

4. Increase Manufacturing Capacity

- a.- outsource part of pre-production
(compare statistics of the success rate of automobile manufacturers who outsourced vs keeping in house; RSI should focus on their strong points and outsource to - for example - the specialists in sheet metal work & welding)
- b.- compare outsourcing vs current production cost pricing
- c.- make plant layout drawing on current & new way forward
- d.- prepare procedure for extra staff
- f. - prepare calculations (tools) for additional working areas

During the 1st day of the visit, in the afternoon, a (large) commercial opportunity presented itself to RSI.

5. “Project Telkom / Bidvest Bank / Stainless Steel Canopies”

- PUM Expert was asked to prepare the **operational proposal** to BidVest
- A **product presentation** was given at Telkom HQ, Pretoria at Friday 26th (by RSI and PUM Expert).

RSI

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BidVest Bank confirmed the positive outcome of the technical exposure

- A **guideline report**,
 - PUM Expert Completed a report (> 50 action points) for RSI to address should the contract will be awarded.

This report meant that a wide scope of immediate actions were needed

- Internal company discussions on production, quality, pricing, labor, purchasing, administration, packaging, installation, etc.
- External discussions on financing (machinery, paintshop, tooling)
- External discussions with suppliers (sheet metal, hinges, rubber, glass etc)

TKM (*take home messages*)

1. Comparison / breakdown on volumes of current vs CKD production.
2. Follow-up on Action document **Bidvest / Telkom Project**
3. Introduce changes in layout, compressors and cooling of paintshop.
4. Start outsourcing program to **increase manufacturing capacity**;
5. **Expansion of Marketing & Sales**, both in South Africa and export into (Kenya, Tanzania, U.A.E.)
6. Ensure future **product improvements** (Think Tank), use USPs.
7. Ensure the **quality** of the current product and improve immediately where needed.
8. NEVER use the pricing weapon.
9. Bring me back in January to play Golf and kick start Telkom roll out plan



ROCK SOLID INDUSTRIES

Thank YOU

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