
Precision production? *Know how.*

With funding from the European Union, we assisted Muka Metal, a hospital bed producer from Turkey, to introduce technology to improve their production processes and develop their marketing and sales strategy.



Hospital bed producer, Turkey

With our support, Muka Metal, a producer of orthopaedic hospital beds in Kayseri, central Turkey, introduced new technologies, generated a new international marketing plan and optimised their factory layout. Sales turnover increased by 22%.

Established in 1966, Muka Metal is a family-owned company aiming to be one of the top five producers of orthopaedic beds worldwide. The industry is very competitive and the technologies used in production are continuously changing, as are the beds themselves. This is a truly global industry. Due to the nature of the products, the global players and the global need for hospital beds, the company needed to make designs for tomorrow.

We supported Muka Metal as they worked with a local consultant on developing and implementing a system to simulate different load scenarios for the beds in a virtual 3D environment. The new system allows the company to test the lifespan of the design, looking at durability, safety and



The new design software and process flow has cut costs and improved production.

other factors, and thereby select the best material for production.

We also connected Muka Metal with Mr Jens Ole Fabricius, an international manufacturing expert and a sales and marketing specialist, both from Denmark. These advisers assisted the business to define a new international marketing and sales strategy and improve the production process flow line.

In particular, the advisers worked closely with senior management at Muka Metal on:

- Restructuring the layout of the factory to integrate high capacity technology with a flexible flow line
- Assessing export readiness
- Segmentation and positioning
- Identifying market entry models
- Introducing objectives, goals and the 4 Ps (product, place, price, promotion) marketing mix into their promotion strategy
- Codifying international partners according to their business concept, buying behaviour, product details and unique selling points.

By the end of the project, exports had already grown by 50%, while turnover had increased by 22%. With the new technology in place, Muka Metal is looking for international distributors to export their beds to medical centres across the globe. The company will be moving to a larger production facility within a few years and aims to further increase its exports.

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Turnover

+22%

Employment

+70%

Exports

+50%

Gross profit

+47%

Total project value to date

€63,968