



e-auction of sponge iron for TATA Sponge Iron Limited



INDUSTRY

Iron & Steel



GEOGRAPHY

Guwahati, Assam



CHALLENGE

To sell the products offered at the right price



BIDDING STRATEGY

Extensive market research to identify the correct market and buyers



RESULTS

All products offered were sold online at a good price

The Client:

Tata Sponge, which has its manufacturing facility at Bilaipada (in Joda Block of Keonjhar District in Orissa), is a subsidiary of Tata Steel Limited. The material on offer was to be sold in the north east market.

Business Requirement

The mandate received from TATA Sponge was to sell their sponge iron through mjunction's e- portal.

The Business Challenge

- The products were previously sold offline through conventional channels.
- Since the material was offered online for the first time, mjunction was unexposed to the market dynamics of the product and purchasing behaviour of the buyers.
- 1 rake of material was supplied to Guwahati by another manufacturer just two days prior to the auction, almost saturating the demand.
- The biggest challenge was to instil confidence in the buyers to book the material online.

The Solution and Strategy adopted

- Extensive market research was conducted to identify the correct market and buyers.
- Customer Contact Officers were activated in the local market for buyer identification
- mjunction convinced the buyers to come to the platform for the purchase of the product
- mjunction imparted training to the buyers to make them conversant with the bidding process.

Result and Achievements

- The event was successful with 5 buyers out of which 1 buyer was introduced by mjunction.
- As a result of aggressive bidding fair prices were achieved in the auction