

VM 07082
“Elite”

Elephant Longlife Extension



UP 2349

ELITE = Elephant Longlife Extension (.....or Excellence). -- **ROLE** is a basic company and marketing strategy closely related to TQM. Purpose is **to realize later in the competitive market the highest resale price** as a main argument for **higher sales prices today**.

So this Elite concerns all perspectives which influence customers valuation and emotions for “**Top in Mind, Top in Choice**” based on **true optimizing all qualities for longterm product quality** as base for an ennobled and qualified marketing of all PUTZMEISTER machines, evaluating and reaching guidelines and strategies of our PUTZMEISTER Word Book (PWB)

Mission is to

- Realize for ELITE all ideas an actions to **reach the objective for getting the highest resale price for a machine** after many years of heavy use. This is based on related or overall product quality in ist performance and technique, modern tech. standard, intl. service and spare parts organization, image of PM – brand etc. to so optimize customers overall **commercial** success.
- Issue a socalled ELITE SCALE for each product line, listing all technical details which influence ELITE in customers mind.
- To realize and **evaluate detail - sub projects** for it as mentioned below
- To issue marketing and advertising ideas in evaluating the ELITE results for better new machines business and market share
- To issue and supervise ELITE - actions and modules in all PAF and PCC for best effectivity
- Propose annual objectives in following this mission statement along PWB
- To improve company and group profit out of these ELITE actions and facts enabling us to create new values and invest more in all Elite factors .
- Authorize one person in each MTF, in special PCP to realize ELITE mission and objectives and give annual reports on relative achievements based on facts

Comments:

Concerning Concrete pumps specific technical complexes which may be part or derivate from UP 2349 Elite are followed up in the technical project P 11132 Elite Elephant long life extension. Normally many module components etc. for the purpose of Elite are carried in their specific technical project, service or sales projects.

Während der wesentliche Inhalt von Elite im UP 2349 hochgradig übergreifend geführt wird über alle

MTF und jeweils spezielle Aspekte von Technik, Service, Wartung usw. führen wir in demzugehörigen Technikprojekt P 11132 für Betonpumpen nur die Komponenten, welche speziell für ELITE technisch aus dem Eliteprogramm abgeleitet werden. Diese können bei bedeutenden Elementen wie z.B. „Follow Me“ schon in einem anderen Projekt geführt sein. Dann wird bei ELITE nur dorthin verwiesen. Insofern werden dann in der ELITE Liste nur ein „Abstract“ formuliert und dorthin verlinkt.

For realizing the ELITE - Program

...we follow the **objective** to establish or / and continuously improve

1. “Longlife Characteristics” of PM Concrete pumps along the “Elite Scale”
2. Spare Parts management with CATERPILLAR as Benchmark
3. Service Programs
4. kkkk

and serve / achieve all further ideas and actions for the

purpose to “realize in higher resale prices” and consequently **more profitable prices for new machines**

This is based on ARSI - **AR- Si 070515** Protocole § 2.5.4 (see below).....something has to be started to strengthen the positive difference of PM compared to other competitors and in special far east competitors – see Program (= KS - DUBAI derivate)

EXERPT:AR- Si 070515 Protocole § 2.5.4.

*KS erbittet von HM ein Programm (Vorschlag zum Namen: „**ELITE“ Elefant Lifetime Excellence**) um die Langzeit Qualität der CP nachhaltig und nachweisbar zu steigern und zu vermarkten, damit unser Premium-Charakter und die Wiederverkaufspreise zum „TOP in Mind – TOP in Choice“ bei Kunden beiträgt und die Differenz zu Wettbewerbern erhalten und gesteigert wird.*

See also PM issues for EXPERT....TQM

As Dr. Varlik confirmed 070612 that he is in discussion with Mr. Neubauer and till now no further defined ideas exist and nothing is documented for this given task, we decided to continue efforts for developing the demanded Program with this **ELITE** proposal and have it carried on by F Borst – assistant of KS in PMH;

To again make it clear: This is not production quality which Nr. Neubauer mainly follows, but preferably product quality in general and all activities in APS etc. what influences PM – top quality appreciation in customers mind and experienced facts..

Elite Scale for PM Truck pumps (in VM 08032 to be realized as part of UP 2349)

The Technical director of PCP shall start a list in word format, linked to this VM and in all details linked to specific sub projects of ELITE or available NP. Many elements might be nominated by experiences customers, who then should control or supervise the specific progress or be regularly consulted by the ELITE Manager