

“Zaporizhstal Metal Holding” close up.

“Zaporizhstal Metal Holding” has become the first regional Metal Service Centre, which sells flat rolled products produced by Zaporizhstal. It came into being in 2001. Its founders are “Trade House Zaporizhstal” and Joint Venture “Metal Holding”, one of the largest metal service centres in the Kiev region. The new structure was given the task of becoming the leader in Kiev and the Kiev area in sales of flat rolled products, and then - pipes.

“2001 was one of the most difficult years for us as the market of sheet steel is very much saturated. It took us nine months of hard work before our own clients appeared. Various marketing technologies were applied”, stated Acting Director of “Zaporizhstal Metal Holding”, Antonina Oryol. “And this has born fruit. The first year about 8 thousand tons of rolled sheets were realized from our warehouse, in 2002 the figure increased to 24.5 thousand tons, and in 2003 63.5 thousand tons of Zaporizhstal metal was sold. The range of products has considerably expanded, too. Now it includes hot-rolled sheets of thickness from 1.9 up to 8.0 mm, cold-rolled sheets of thickness from 0.5 up to 0.3 mm, roll-formed sections of carbon, low-alloy steel with section development thickness of up to 8 mm.

“Zaporizhstal Metal Holding” has a very good location. It is located in the Obolonsk region (9 Lugovaya Street). The open warehouse (its area is more than 4400 m²) provides high loading capacity of up to 8 thousand tons of metal, the loading and unloading of which is conducted on a platform where four travelling gantry cranes work simultaneously (carrying capacity 20 tons). The possibility to carry out loading not only with the help of automobiles, but also railway transportation (about 15 wagons can be placed on the track) is a favourable solution.

Such conditions are more attractive to buyers. Therefore their number constantly increases. A number of well-known machine-building plants, repair factories, enterprises, which produce bank equipment, safes, switch gears and a lot of other equipment, work with “Zaporizhstal Metal Holding”.

“We focus both on large, and small consumers. We work with a client even if he orders only 30-50 tons of metal”, noted Antonina Oryol. As a rule, metallurgical plants do not accept such orders, therefore we place the order ourselves, and, at our own expense, and when the order is fulfilled, the client can pick up the metal at our warehouse. That is, we carry out delivery and crediting of the goods. We also solve questions concerning direct deliveries, when customers can receive metal directly at the Works. Large consumers are interested in such co-operation as it essentially reduces expenses, because the cost of the goods is included into the cost of delivery to the warehouse. Thus, transport charges are reduced. We have clients who directly buy 700-1000 tons of metal. We meet the additional requirements of the consumers too: presence of export packing, trimming of the edge, etc.

Such conditions attract clients from different regions of Ukraine. It gives the basis for expansion of marketing network, which is the immediate prospect. Soon “Zaporizhstal Metal Holding” will open a trading platform in Lvov, and then in Kharkov. Development of the Poltava region and the development of foreign trade activities are also included in the plan. By the way, via the Kiev Metal Service Centre Zaporizhstal flat rolled products are already bought in the former CIS (including Russia) and Baltic countries. And it seems that this is only the beginning.

