



Welcome to the Doosanworld.com E-Newsletter

28 December 2010
A VERY HAPPY NEW YEAR!
 From all at Doosan

Tell Us Your News!

As usual, we know there are lots of good news stories out there, so please feel free to send us your latest news, either to the relevant sales team in Seoul or via info@doosanworld.com

We'd like to wish all members of the Doosan family a very happy and prosperous New Year!

Despite tough market conditions we continue to grow, develop, innovate and make new friends along the way! Here's to a spectacular 2011 for all our Doosan friends across the globe!

Best wishes, Team Doosan.



DI Prepare for ERP

Changes are underway to the Forklifts BG IT infrastructure to facilitate a new online order tracking and production development system.

The new Enterprise Resource Planning system (ERP) is the brainchild of DI's top management and begins operation from 1st Jan, 2011.



DI's Kun H Lee explained that as well as being better suited to the modern day 'Doosan', the new ERP system will improve efficiency and communication. Said Kun H: "As we strive to achieve bigger and better things in future, our work and processes will undoubtedly become more complicated. As a result, our current systems could not satisfy the requirements of our growing business. To improve our operational efficiency & dealer service, we have been preparing a new ERP throughout 2010."

With some unforeseen teething troubles likely to appear in the early stages, DI asks for patience at this time, and for distributors to focus on the end results which are expected to be more than worthwhile.

Concludes Kun H: "Once the ERP system settles down, you will be able to check your order processing and track your delivery very easily via the portal site - more information on this will be provided by your sales partners in due course. For last 2 years, we have performed well, despite of difficult market situation. Now, we feel that our day is coming! We hope to have great success in 2011 with our ERP system and continue to grow our business for the benefit of all."

Is This The Future of Forklifts?

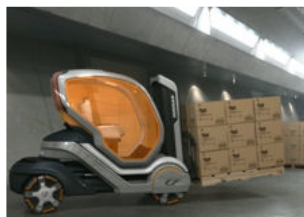
At this time of year it's common to reflect on times past and times yet to come. But having taken the Red Dot Design awards by storm with their futuristic Excavator concept, Doosan's design team have looked way into the future and turned their hand to the possible forklift of 2020!

Doosan is known in the forklift sector its 'Simple, Powerful Performance' ethos, taking durable, proven components and creating tough machines that offer excellent value for money. In keeping with this theme, the design team used only known technology in creating the CF 'Concept Forklift'.

With key design strategies in mind the ideas was to dynamically combine major forklift components (Mast, Fork, Cabin, Body, Counterweight) to create a more productive, safer and environmentally friendly machine.

"It proves that we can look to the future and develop new products and concepts," says Young Lee, Team Leader of the Overseas Marketing Team, "without sacrificing our core values."

As well as looking, well, futuristic (!) the concept forklift has also been animated to display features such as adjustable width and height of the



most and counterweight, whilst wide visibility can provide safety for workers and unskilled workers and project instruction or information through an 'augmented reality' display.

Sadly, it's still at the concept stages, but with the pace of change being every rapid, perhaps we should say to expect production to start sooner than you think!

Record Breaking Indian Dealer

DI recently welcomed a visitor from Indian dealer, Escorts Construction Equipment Ltd, the National Marketing Manager Mr. Rajinder Raina. The overall market in India, Sales and marketing activities for Forklifts and Parts were discussed as well as visiting the Inchon factory and DI's parts team.



2010 was a fantastic year for Escort's sales, and their best on record. Despite being in business for over 15 years, in 2010 the company tripled their 2009 sales performance. The company has even more ambitious growth plans, aiming to increase on their performance by 20 percent in 2011.

Both DI and Escorts welcomed the opportunity to discuss concrete strategies and various action plan for sales and marketing, and believed Doosan can take strong position in the India market.

Latin American Dealers Review 2010

The picturesque Château Élan hotel in Braselton, Georgia, near Atlanta, was the venue for the latest South and Central American dealer meeting, hosted by DI and DIA.



14 dealers, and a total of 26 people, attended the gathering, where Doosan shared business plans for Latin America and delivered technical and product information to the interested parties. As well as report on successes amongst the dealer group, the meeting also gave dealers the chance to get to know one another and develop new plans for the New Year.

At the evening's dinner party, Doosan presented plaques to the best performing dealers and had a time to share on their success stories.

"It is wonderful to see our friends from across the world sharing their success stories and giving us great feedback on how to move forward into 2011." said DI's KB Park. "We are united by a common goal to make Doosan the leading brand in the market and our distributors are a vital part in our success."

Parts Dealer Meeting

The Forklift BG held a 2010 Parts Dealer Meeting at Radena Resort in Chuncheon, South Korea, from July 9-10.



The top 15 performing parts dealers in the first half of this year were invited to this event for recognition and appreciation for their efforts, as well as encouragement to achieve their second half of the year sales targets.

In this meeting, the BG also introduced forklift sales performance data, market trends and new model information.

In a discussion session following the meeting, the participants had a heated discussion on plans to expand the sales of fast moving parts, recover lost markets and enhance parts price competitiveness under the theme of "Ideas for Forklift Part biz in the second half of 2010."

DIUK Praise Supplier of The Year

DIUK has awarded a prestigious 'Supplier of the Year' Award to the Tony Benson Marketing company. The advertising, design, web and PR firm won the honour for their work in the helping promote Doosan's forklift range throughout the UK, as well as assisting the teams in Seoul and St Nikklas. It's a fantastic award for us and a great honour," says managing director, Tony Benson. "Whilst it's always flattering to receive creative awards and to be growing as a business, to have a client recognise our work in this way is just outstanding."



Founded 10 years ago, TB Marketing, has worked with Doosan for 6 years and is now a regular at exhibitions, dealer meetings and press events. Presented by general manager , Tim Waples, Doosan acknowledged the hard work and effort that TB Marketing has put in to making Doosan the leading value forklift brand across the globe.

UK general sales manager, Paul Watson said the company's contribution could not be underestimated and the award is well deserved. Said Paul: "Our award recognises the fantastic contribution and commitment TB Marketing has made to improving Doosan's market presence. Tony and the team have become part of our extended family and the work we produce together is envied by our competitors and by other Doosan businesses overseas. Little wonder they are in demand from our sister companies!"

"We can be a bit of a pain," says Tony, "because we're always demanding more from Doosan! But I think everyone knows we are passionate about presenting Doosan in the best way possible and hopefully have a lot of fun doing it!"

TB Marketing expanded into new premises in Doncaster in 2010. In addition to working with Doosan, the marketers also produce work for AEMfutures.com, Kuki Helicopters and Doosan national partners, Rushlift, amongst others.

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