



Internationalized company

# Rodamientos Vigo S.A.

## A showcase to the industrial world, in real time

Dedicated to the industrial products supply commercialization for almost 30 years, Rodamientos Vigo has now become a model within the sector.

Within the last five years, thanks to the thrust of its e-commerce platform [www.rodavigo.net](http://www.rodavigo.net) it has managed to make a 360-degree turn to its traditional operating system.

Currently, it combines direct sales through a commercial network with this *online* tool, based on the B2B system - Business to Business - which allows for its customers to place orders in real time while offering the possibility to consult among one million items from more than 350 manufacturers, along with their technical characteristics and in seven languages.

Since the implementation of this system, the company has experienced a relentless growth. Only in the last year, and coinciding with the drop in the industrial activity, it has managed to raise its sales by 25% and to incorporate 600 new customers into its portfolio. His entry into the online business has allowed it to plow its way into the foreign market and leave the highly local nature of its early stages behind. It currently exports 10% of its turnover and is present in 31 countries.

### Contact information

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Within the last year, its sales have grown by 25% thanks to its e-commerce platform



The company has been a pioneer in the creation of the first international industrial supply platform.

### Keys to Success

**New technologies |** Its incorporation has opened the way to the international market and has made it gain in competitiveness when dealing with customers and suppliers.

**Immediacy |** It satisfies the needs of its customers in real time thanks to its B2B commerce platform.

**Product |** It offers more than one million items from 350 manufacturers, at customer's individualized prices and discounts.

### Data sheet

Foundation year 1985

Head  
Nazario Correa, Manager.

**Products | Activity**  
It markets industrial supply products from more than 350 first brands manufacturers. It has about 1,400 suppliers worldwide and companies such as PSA Peugeot Citroën, Tafisa or EIPozo, are among its customers.

**Markets**  
It is present in 31 countries in the five continents.

**Turnover**  
6 million euros.

**Employment**  
30 employees in 2011, representing an increase of 110% compared to 2005, when it had 14 employees.

**Projects**  
It is currently in process of expansion abroad, where it plans to increase its presence through its *online* platform.



# "The e-commerce platform has allowed us to take the leap to the international market and position ourselves in the national market"

Nazario Correa | Commercial Manager

He fulfilled his desire to become part of the family business at the age of 19, when he started as a warehouse apprentice to learn the business from bottom up. In 2005, he joined the online business management and now he shares with his father and two brothers the business success achieved thanks to the e-commerce. This has been its direct ticket abroad and the lifeline that has allowed the company to stand out within a sector where sales have recently been falling by approximately 50 percent. His great success: to evolve at the same path as that of new technologies and of the market.



Nazario Correa has been running the commercial department for 7 years.

In 2007, they made a strong investment to modernize the management of the company through the creation of [www.roda-vigo.net](http://www.roda-vigo.net). Has this transformation been a key aspect when positioning yourself abroad? Yes, definitely. The implementation of our e-commerce platform has allowed us to take the leap to the international market and position ourselves in the national market. Before, it was very difficult to sell outside Galicia. However, distance is no longer a barrier and now we reach all

"43% of our offers are translated into sales"

countries in the world. We may just as well sell in Vilagarcía as in Japan.

Are you undergoing a process of international expansion? What are your goals? Exports, in terms of volume, are not significant yet. They mean 10% of our turnover, but we are just starting and hope

to increase this figure in the coming years thanks to the contacts we are establishing.

Has anticipation to changes been one of the keys to success? Yes, when we made our minds about investing in the platform, there were some who questioned our decision because it was in times when there was no lack of work. Now, however, we are seeing the benefits and the volume of customers is growing by 30% annually. Only in the last year we got 600 new customers, something unthinkable before -the average was by 20-, not even with 50 sales representatives on staff.

The results in numbers are spectacular. Yes, we went from 581 active customers five years ago, to 2,000 today; and from operating 2,000 offers to 25,000, of which 43% result into sales. We have made a strong investment in advertising on Google, which is giving us very good results. We have been receiving more than thirteen thousand visits a month in the portal.

## History of the group | An online bridge abroad

The origins of Rodamientos Vigo were modest. It was founded in 1985 with a registered capital of 4 million pesetas, Vigo virtually being its only market. Its resources were limited and its sales system quite traditional. However, its commitment to e-commerce and its desire to open up to the world turned its way of doing business upside down. Today, from its headquarters in Mos, and thanks to its online platform, it can place its products anywhere in the globe and is billing 6 million euros.

