



شركة الإنشاء الحديد والصلب ذ.م.م.
UNION IRON & STEEL CO.L.L.C
MADE IN UAE

UNION IRON AND STEEL COMPANY L.L.C.

Customer Enquiry & Sales Order handling Procedure

1.0 Purpose

- The purpose of this procedure is to establish and maintain a method in:
 - ❖ Customer enquiry handling
 - ❖ Estimation and quotation preparation
 - ❖ Review of customer order
 - ❖ Managing customer order

2.0 Scope

- This procedure is applicable to the Sales & Marketing Section and to all the customers of UIS.
- It is applicable to all UIS products classified as Prime (Standard length), Prime (Variable length), Non-prime and scrap.
- It is also applicable to the sales of by-product.

3.0 Definitions & Abbreviations

By-product	: Includes mill scale and roll workshop machining chips.
Prime Product (Standard Length)	: Rebars meeting all the standard specifications.
Prime Product (Variable Length)	: Rebars meeting all the standard specifications but having length less than 12 meter
Non-prime Product	: Rebars having characteristics below the standard specifications.
Scrap Product	: Includes crop ends, bar ends and rebars which does not meet the standard specifications.
COM	: Commercial Department
LPO	: Local Purchase Order
UIS	: Union Iron & Steel Company LLC



4.0 Responsibilities

Sales & Marketing Manager is responsible for:

- Adherence of this procedure.
- Implementing the procedures for the sales of products listed above to approved customers.
- Analyzing the market demand which will be the basis of annual sales plan creation.
- Ensuring that customer requirements are always met.

5.0 Procedure

5.1 Sales Plan

- Based on the projected market situation, the sales and marketing manager will create an annual sales plan (**UIS-COM-FM-04**)
- Sales & Marketing Section will allocate a monthly reserve of 20%, which will cover up in case of any changes or additional customer requirements. This allocated quantity will be updated every 15th of the month.
- The annual sales plan is subject for revision based on the market demand. The changes are made at least every two months to avoid abrupt changes in the production plan.
- If there are any additional product requirements that will come in the middle, the sales & marketing section will prepare the product confirmation-customer requirements form (**UIS-COM-FM-06**). In this form, the production department will confirm to the sales & marketing section based on the availability of resources and technical capabilities whether they can produce the additional customer requirements or not.
- In case the production of the additional customer requirement is agreed, production department will confirm the expected delivery time to sales & marketing section.



5.2 Marketing Plan

- Based on the target market, competitors' information and business environment conditions (such as; economic factors, legal factor, government factors, etc.), sales & marketing manager will develop a marketing plan.
- Marketing plan includes advertisement/product promotion by sending invitation letter to the multiple clients along with the UIS Company's pre-qualification brochure via fax, mail, etc.
- Sales & marketing manager shall invite the accredited consultants to visit the UIS factory to demonstrate its production capability.

5.3 Sales Order Handling

- If the quotation is accepted by the customer, the sales & marketing section will receive a confirmation or LPO thru email or fax.
- The sales personnel acknowledge receipt of the customer's order so that the customer knows that their order is being reviewed.
- Upon the receipt of the LPO and acceptance of the customer order, sales & marketing section will create a sales order (**UIS-COM-FM-07**) and must be signed by Sales & Marketing Manager and approved by the CEO.
- If the customer order is different from the quotation (usually in quantity), sales order will be based on the new customer requirement upon mutual agreement.
- The sales personnel will confirm the details of the Sales Order to the customer by sending a confirmation letter thru email or fax.
- This sales order number is fixed irrespective to the number of deliveries and invoices generated from this order. The sales order number is printed on invoices, delivery notes, mill test certificate (**UIS-QC-FM-12**).
- When the Sales Order is confirmed by the customer, the following should be done:



- Copy of a Sales Order will be sent to the Warehouse Department for dispatching and Commercial Department for the preparation of the invoice.
- Dispatch of the quantity will be done by the Warehouse Department as per the quantity mentioned in the sales order either in single or multiple deliveries depending upon the quantity ordered.
- Invoice's will be prepared for the customer after one day against the delivery note signed by the customer.
- Once a sales order has been processed for dispatch and invoicing, no further changes can be made except to the sole discretion of the Sales & Marketing Manager in consideration with availability of the resources or products, which will require a revision to the sales order.
- Invoice will be sent to the customer by the Finance Department.
- Payment will be done through Finance Department and a copy of the payment will be given to the Sales & Marketing Section.

5.4 Lost Customer Enquiry Analysis

- For any enquiry that has a quantity of more than **1 ton**, Sales and Marketing Manager shall conduct the investigation to determine the cause for not able to convert the quotation to order.
- Details of the investigation with probable cause shall be recorded.
- This information shall be used to determine the trend of losing customer records.
- Management shall review the trends and initiates appropriate actions to improve quotation to order conversion ratio.



5.5 After-Sales Service

- Once the product is delivered to the customer, the Sales & Marketing Section will follow up with the customer regarding the products and services provided by UIS through email or phone.
- Customer complaints are handled as per customer complaint handling procedure (**UIS-COM-P-02**).
- Validity of the complaints will be verified to maintain the quality of the services.

6.0 Supporting/Reference Documents

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| • Annual Sales Plan | UIS-COM-FM-04 |
| • Quotation | UIS-COM-FM-05 |
| • Sales Order Confirmation | UIS-COM-FM-07 |
| • Mill Test Certificate | UIS-QC-FM-12 |
| • Customer Complaints Handling Procedure | UIS-COM-P-02 |



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AMENDMENT HISTORY

Rev No.	Rev. Month & Year	Amendment Description	Issue Month & Year	Issue No.
00	Jun-14	Document Established	Jun-14	01
01	Sep-16	Change logo	Sep-16	02
02	Nov-16	Review and checked by the new Sales & Marketing Manager	Nov-16	03
03	Sep-19	Approved Authority Change	Sep-19	04
04	20.09.2020	Review and checked by the new Senior Commercial Manager	20.09.2020	05

	Name	Position	Signature
Prepared by	Arun Padinjaruveetil	Sales Executive	
Reviewed by	Nadeem Ahmed	Senior Commercial Manager	
Approved by	Dr. Musa Souri	C.E.O	