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USP: The unique selling proposition (USP) of Hyrax Oil Sdn Bhd revolves around several key elements:

(1) **Commitment to Excellence:** Hyrax Oil places a strong emphasis on achieving excellence in all aspects of its business. The company's staff collectively contribute to fostering a culture of excellence, resulting in high-quality products and services.

(2) **Expertise and Teamwork:** The expertise of Hyrax Oil's team members, combined with their commitment to teamwork, plays a significant role in the company's success within a competitive business environment.

(3) **Quality Assurance and Certifications:** Hyrax Oil's products adhere to strict specifications and are certified by renowned international regulatory standards such as the American Petroleum Institute (API), MTU Friedrichshafen GmbH of Germany, and Doble Engineering Company of the USA. This commitment to quality assurance ensures that customers receive reliable and high-quality products.

(4) **Global Presence and Penetration:** The company has successfully penetrated markets in over 35 countries, reflecting its ability to deliver products with broad market acceptance and meet international standards.

(5) **Extensive Product Range:** Hyrax Oil offers a comprehensive range of top-quality and high-performance lubricants, including transformer oils, specialty products, and other petroleum derivatives.

(6) **State-of-the-Art Facilities:** Hyrax Oil operates advanced blending plants equipped with modern technology and infrastructure, enabling the production of a wide range of lubricants to fulfill both domestic and international customer requirements.

(7) **Customer-Centric Approach:** The company's commitment to quality, sustainability, innovation, and customer satisfaction underpins its product development and business philosophy.

(8) **Recognitions and Certifications:** Hyrax Oil has earned accolades such as the National Mark of Malaysian Brand, recognizing its high-quality and distinctive products. The company is ISO 9001:2015 accredited, showcasing its commitment to quality management.

(9) **Transformer Oils Expertise:** Hyrax Oil is a renowned manufacturer of transformer oils, with a market share of over 95% in Malaysia. Its transformer oils are sought after in regions such as South East Asia and Africa, highlighting the brand's reliability and market leadership.

(10) Continuous Improvement: The company's dedication to constant improvement in quality and performance, aligned with industry trends and market requirements, solidifies its position as a leader in the industry.

(11) Rigorous Quality Control: Hyrax Oil maintains rigorous quality control measures, including inspections of raw materials and production procedures, ensuring consistent, reliable, and high-performing lubricants.

(12) Global Reputation: With its strong presence across Asia, the Middle East, and Africa, Hyrax Oil is recognized as a world-class lubricants provider, emphasizing its global reputation and capabilities.

(13) Technological Innovation: Through cutting-edge research and development, Hyrax Oil's team of experts continually pushes boundaries to create superior performance lubricants, setting its products apart from competitors. In essence, Hyrax Oil's unique selling proposition revolves around its commitment to excellence, quality assurance, global penetration, comprehensive product range, industry expertise, and a customer-centric approach.

Target Market Age Group:

Individual consumer / lubricant users = Both male and female 18y.o. till 68y.o. mainly in the automotive lubricant segments (car engine oils, heavy duty engine oils and motorcycle oils) seeking high-quality lubricant products.

Business consumers = Working age group (21y.o. till 60y.o.) professionals, industry experts, and businesses involved in the lubricants, automotive, industrial, and energy sectors such as automotive workshops, factories, fleet companies, mining and plantation industry, power generation and distribution companies, etc.

Planned Start Date:

18/12/2023 What is the price range of your products/services?

Depends on any given products / services. Can be as low as RM15 for 1 liter of common motorcycle engine oil to thousands of ringgits for higher volume of more complex engine oils with higher grades and customized specifications.

Monthly Ad Budget: 1500-2000

Purpose: Reach, Lead Generation Business Priority

Considering the current sluggish global economic conditions post Covid-19 pandemic era, the potential threat of electric vehicles (EVs) taking over combustion engines in the 2030s, and the advent of the digital marketing age, the business priority for Hyrax Oil Sdn Bhd to improve its business and sales revenues in the next six months (and more) is to be involved in "Market Diversification and Product Innovation" as following:

(1) Explore New Markets: Given the uncertainty surrounding traditional combustion engines, it's crucial for Hyrax Oil to explore and tap into emerging markets where its lubricant products can still make a significant impact. This could involve conducting market research to identify regions or industries that are less impacted by the transition to EVs or are in need of specialized lubricant solutions.

(2) Product Innovation: Hyrax Oil should focus on developing innovative products that cater to the needs of both traditional combustion engines and emerging technologies like electric vehicles. For instance, creating lubricants specifically designed for EV components such as battery cooling systems or electric motors can open up new revenue streams.

(3) Customization and Niche Products: Consider developing niche lubricant products that cater to specific industries or applications, where the transition to EVs might have a lesser impact. These specialized products can target sectors such as industrial machinery, marine equipment, or agricultural vehicles that may continue to rely on internal combustion engines.

(4) Collaboration and Partnerships: Collaborate with industry partners, such as automotive manufacturers or equipment suppliers, to co-develop lubricant solutions that align with the changing landscape. These partnerships can help Hyrax Oil stay ahead of industry trends and customer demands.

(5) Educational Campaigns: Launch educational campaigns targeted at industries and customers who may be less informed about the potential impacts of EVs. These campaigns can highlight the importance of proper lubrication for engine efficiency, longevity, and reduced maintenance costs.

(6) Digital Marketing: Utilize digital marketing strategies to reach potential customers in the identified new markets. This could include targeted online advertising, social media campaigns, and content marketing that addresses the unique challenges and benefits of using Hyrax Oil's lubricants in specific industries or applications.

(7) Customer Engagement: Engage with existing customers through personalized communication channels. Provide tailored recommendations and solutions based on their specific needs, ensuring that they continue to choose Hyrax Oil for their lubricant requirements.

(8) Feedback and Adaptation: Actively seek feedback from customers and industries regarding their evolving needs and concerns. Use this feedback to adapt product offerings and marketing strategies accordingly.

By diversifying its market reach and focusing on innovative lubricant products that cater to both traditional and evolving technologies, Hyrax Oil can position itself as a forward-thinking and adaptable company. This approach aligns with the company's commitment to excellence and its tradition of providing quality lubrication solutions while adapting to changing industry dynamics.

Other Initiatives:

No, not yet. On-line digital marketing will be our next move after the successful rejuvenation of the company's website.

Target Market

Hyrax Oil Sdn Bhd is a manufacturer of full range high quality lubricants including transformer oils and other oil derivatives with two manufacturing plants located in Klang, Malaysia and Colombo, Sri Lanka. For the past 32 years and till today, the company is producing, distributing and selling its products through the traditional brick and mortar sales channel. Moving forward, Hyrax Oil Sdn Bhd is planning to migrate partial of its existing business and also to tap new potential markets by moving into a new business model, which is to transition to Digital Marketing and On-Line Sales. Here are its transition plan and also future target market and audience post implementation of the new business model:-

1. Online Platform Development:

Hyrax Oil would reasonably invest in the development of a comprehensive and user-friendly e-commerce platform. The platform should showcase the entire range of lubricant products, provide detailed product information, technical specifications, and usage guidelines. The website should be optimized for mobile devices and offer a seamless browsing and purchasing experience.

2. Digital Marketing Strategy:

Implement a robust digital marketing strategy to increase online visibility and attract potential customers:

(i) Search Engine Optimization (SEO): Optimize the website content to rank higher in search engine results for relevant keywords.

(ii) Content Marketing: Publish high-quality blog posts, articles, and educational content related to lubrication, maintenance, and industry trends.

(iii) Social Media Marketing: Engage with the audience on social media platforms to build brand awareness and drive traffic to the online store.

(iv) Email Marketing: Create a mailing list and send targeted email campaigns to keep customers informed about new products, promotions, and industry insights.

3. Online Sales Channels:

Offer various options for customers to purchase products online:

(i) Direct Online Store: Allow customers to purchase products directly from the e-commerce website.

(ii) Marketplace Integration: Consider selling products on popular online marketplaces to reach a broader audience.

4. Customer Support and Engagement:

Provide excellent online customer support through chatbots, live chat, email, and phone. Address customer queries promptly and offer personalized assistance to ensure a positive buying experience.

5. Product Customization and Recommendations:

Develop an online tool that helps customers find the right lubricant product for their specific needs. This could involve asking questions about their machinery, industry, and usage requirements to provide tailored recommendations.

6. Virtual Technical Training:

Offer virtual training sessions and webinars for customers to learn about lubrication best practices, maintenance techniques, and product usage. This adds value to the customer experience and positions Hyrax Oil as an industry expert.

7. Online Oil Analysis Services:

Utilize the online platform to offer oil analysis services, guiding customers on how to conduct tests and interpret results. Provide recommendations based on the analysis to enhance customer relationships.

8. Loyalty Programs and Promotions:

Implement a loyalty program that rewards repeat customers with discounts, exclusive offers, or early access to new products. Regularly update the online store with promotions and special deals.

Target Market Audience:

1. B2B Customers:

Hyrax Oil's existing B2B customer base, including industrial clients, automotive service centers, and manufacturers, can transition to the online platform for easy and convenient ordering of bulk lubricants.

2. Small Businesses and Independent Operators:

Small businesses, such as local mechanics, farmers, and independent vehicle owners, can benefit from the online platform's accessibility and educational content to make informed lubricant choices.

3. Industry Professionals:

Engineers, technicians, and industry professionals seeking specialized lubricants and technical expertise can access the online resources and training sessions provided by Hyrax Oil.

4. Export Markets:

Utilize the online platform to strengthen relationships with international customers and distributors, allowing them to place orders more efficiently and stay updated on product offerings.

5. New Generations:

Target younger generations of professionals and business owners who are more accustomed to digital platforms for research and purchasing decisions.

Transitioning to a digital marketing and sales platform will enable Hyrax Oil to expand its reach, enhance customer engagement, and adapt to the changing consumer landscape while continuing to uphold its commitment to quality and excellence in the lubricants industry.

Competitors:

Against similar sized competitors (local & international):

- (1) Lubetech Sdn Bhd (Pennzoil & Grantt)
- (2) Feoso Oil (Malaysia) - OEM Lubricant Manufacturer (multi-brands)
- (3) United Grease & Lubricants Co. LLC (Scope Lubricants)
- (4) Oscar Lubricants
- (5) Savita Oil Technologies Limited
- (6) Gandhar Oil Refinery India Ltd

Against bigger and recognized competitors (MNCs and NOCs):

- (1) Shell
- (2) BP Castrol
- (3) Total
- (4) PETRONAS
- (5) Luke Oil
- (6) Fuchs
- (7) Idemitsu
- (8) Repsol
- (9) SK Lubricants
- (10) PETROMIN

Channels Preferred Countries to target:

Algeria, Australia, Bangladesh, Botswana, Brunei, China, Cambodia, Congo, Djibouti, Ethiopia, Egypt, Equatorial Guinea, Ghana, India, Indonesia, Kenya, Kazakhstan, Kyrgyzstan, Laos, Libya, Malaysia, Nepal, Pakistan, Rwanda, Sri Lanka, Somalia, Turkey, Thailand, Tanzania, Tunisia, Uganda, Uzbekistan, Vietnam, Yemen, Zimbabwe

10 Keywords:

- (1) oil
- (2) lubricant
- (3) engine oil
- (4) transformer oil
- (5) insulating oil

Comments

No comments at the moment.

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