

RANGES

Prinz, the premium for new products

Although demand has mechanically decreased due to the COVID-19, Prinz has been able to maintain its rank thanks to the launch of new ranges, officialized at Equip Auto Alger.

You had to be there at Equip Auto Alger, because for the vast majority of professionals present, the harvest was good. Certainly, a harvest that had to be brought in a few weeks before it could be enjoyed, but a harvest whose fruits were welcome in the midst of a health crisis. This was the case for Prinz, a young company whose expected growth could have been eroded, if it had not promoted its new products in batteries, dampers, filters (etc.) whose orders taken on the show were managed during the crisis. Kaci Hamrioui, its general manager, confirms:

"We were lucky to have a very good show at Equip auto Alger. All the orders were honored, processed during the month of March and if we except the two or three weeks of the beginning,

where the economy was at a standstill, we were able to deliver to our customers. If some of them have obviously ordered less, as we had launched many products, the balance was made naturally ».

This was a stroke of luck, but also a lot of work, because several processes had to be changed, digital work had to be done, logistics had to be ensured... constraints, of course, but not enough to slow down the Prinz team - a team that is growing, we have learned from a reliable source...

CUSTOMERS OF TALENT!

Kaci Hamrioui recognizes that Prinz has benefited from the quality and expertise of the distributors who have placed their trust in him, which is more than essential in times like these :
« Our customers know their market well, have been there from

the beginning of the crisis and are by our side for the recovery we are all looking forward to, since we see the first signs of it. Our customers include EMSG, Automotors-Pro, Gadi (for coolant), Habchi, Benbott... big names in parts! » Customers that Kaci Hamrioui and his partner at the head of the company, Bachir Bendjeddou, were able to know even better, thanks to the many exchanges they had: « We were able to spend more time with our clients, and create stronger, more human relationships

by calling each other often. This disaster, its nature, above all, is historical, and in a way brought us closer, revealed to us the quality of human relations. » At the same time, Prinz took the opportunity to analyze all the information that was coming back to them, and look for ways to increase the service. « Algeria is becoming more professional, more European in its requirements, in its services, in the use of social networks. We are witnessing a real redistribution of the cards, a profound change in the country. For the same price, consumers want more services and attention, we see it, for example, the number of trucks that provide deliveries in the colors of distributors, advertising that they do a everywhere. The market is

becoming tighter and more professional, requiring better trained, more operational people. The deployment of distributor groups and the actions of manufacturers in the parts market are evidence of these changes. Of the part testify of these mutations. However, and this is very good, Algeria needs these importers without whom the country would be out of order, it needs their skills and their experience. »

ON OCCASION ?

Since we are talking about the forthcoming entry of used vehicles, Kaci Hamrioui is very happy about it, underlining all that this market can bring to the world of spare parts and maintenance. Recent vehicles, which require specialised interventions, and therefore also trained people, but also more parts, for all models, parts at attractive prices and tending towards the premium. In the meantime, Kaci Hamrioui and Bachir Bendjeddou have launched a new range of products that was not planned in their The « product plan » : hydroalcoholic gel ! « Several distributors asked us to provide them with quality gel in different volumes, from one liter to 5 liter cans. We did what was necessary and delivered it to them, then we took the opportunity to give it to retirement homes, to city services...». A time like no other!

HERVÉ DAIGUEPERCE



Algeria is becoming more professional, more European in its requirements, in its

services, in the use of social networks. We are witnessing a real redistribution of the cards, a profound change in the country. ”

Kaci Hamrioui