

## **Model Supreme Paper Mill (MSPM) : Enhancing Sales Through Modern Technology**

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### **Abstract**

Model Supreme Paper Mill planned to increase company`s sales by introducing its paper products in Asian countries within a year. Before SEO the sales of Fluting paper was 22.M, Kraft paper was 46.4M and Liner sales was 26.7M . These were the major products of this company. Mr Ishaque was not contended with these figures so he decided to use SEO to increase sales and exports. By going in for international search engine optimization, the company improved visibility of its website. Consequently it also increased its sales. The case discusses how this was achieved.

**Key words:** *social media, sales, SEO, Pakistan*

### **Introduction**

On a hot and dry afternoon in May 2015, Muhammad Ishaque, Chief Executive Officer (CEO), and Wasif Rasheed, Director, sat in their office brooding over how to increase their sales in Asian countries. Ishaque knew that there was potential in their products to meet international demand and gain profit. He therefore decided to export their company`s products. His efforts were to increase the turnover of his company. He was like a man with a mission. The mission to help his company flourish, so Mr. Ishaque did all he could to enhance sales and motivate his team for sales in Asian countries by using modern technology.

**Background:**

Model Supreme Paper Mills Private Limited (MSPM) was a well-established manufacturing unit, equipped with the latest machines and tools required for production of its product range. It was started in 2010 at Lahore by Ishaque Zaheer Ahmed and Wasif Rasheed. They built this company by way of establishing a long-term relationship with their customers by catering to all their demand pertaining to Paper and Board. Their relationship orientation led to a positive growth and created a strong market share. This was in addition to the fact that their per unit cost was low. The foundation of success for paper and pulp industries are resource efficiency and bioeconomics. Further improvements in technology could further reduce environmental impacts and optimise the use of resources. Firms in the industry were taking advantage of the opportunities offered by bioeconomy. With major expansion projects and investments right across a diversified portfolio, Model Supreme Paper Mills Private Limited had laid strong foundations for future growth.

Model Supreme Paper Mill was a subsidiary of Model Paper Mill Private Limited and was controlled by highly experienced staff. (MSPM) was committed to establishing a long-term relationship with its customers by virtue of customising its range as well as the timely execution of the orders of its clients. Fluting Paper, Kraft Paper, and Liner were the major products of Model Supreme Company. Their product portfolio included different grades of corrugated case material ranging from 20 BF to 4 BF , manufactured in various colours between the weight ranges of 100 GSM to 150 GSM.

The company's production plant was equipped with cutting-edge machinery, resulting in high daily production and low per-unit costs. The company had an excellent reputation because of its dedication, commitment, customer orientation, effective and efficient services, and quality

consciousness. By offering high-class products and best services, they had a long list of loyal customers throughout Pakistan.

### **Strategy to become Tycoon of Asian Market:**

Model Supreme Paper planned to increase sales by introducing paper products in Asian countries within a year. The marketing strategy to increase sales was designed through strong brand positioning in international market by establishing networking in public sector, establishing a website and SEO. This strategy necessitated a proper content strategy where the company had to plan the content for its website. India, Bangladesh and China also sold their exports in the Asian market. There were many competitors in Asia such as Asian paper mill, Sun tao paper mill etc. Although MSPM was performing reasonably well in Asian market. A content strategy was needed to improve marketing results and ROI.

The advantage of content marketing, as opposed to traditional marketing, is that it allow one to better target ideal audience. MSPM trained their staff in this new way to enter a new market. Content strategy helped better understand the audience and create content that was relevant to their needs and pain points. It was also necessary to distribute the content in the right channels and a comprehensive strategy could help to achieve this.

MSPM had to do e-marketing by finding the email ids of relevant companies and sending them an introductory email to convince them to take them as a supplier. Email was an effective source of marketing because 80% of professionals used email as a way of communication. The link of the website could be sent to people via emails. The receivers of mails could just open and check it on their mobiles. If the website of the company could be made mobile friendly and attractive then the customers would be easily aware about the products. The frequency of email campaigns will also have to be increases as done only once, it would not create a lasting impact in the minds of people.

The next avenue was the B2C social media which is the backbone of promotional campaigns. There are many social media platforms that one can choose from, the most common being Facebook, Instagram, LinkedIn and Twitter. As MSPM was a B2B organization, its advertisements needed to reach business professionals, purchasing managers, and consultants. Consequently, the company's marketing team had to be active on LinkedIn and Twitter. However, to optimize the use of social media, on Instagram and Facebook stories and other incidents could be shared with customers that are interesting. Probable customers could know about the company and when they were looking for paper supplies.

In B2B marketing, the company felt the best way to sell the product was to first to educate the target market about the product. In this case, the company had to tell people about their product details and the product's contribution solve problems. Worldwide and regional targeting tools allowed companies to choose where in the world they liked to show their ads. Rather than creating multiple campaigns, Model S sets up a single campaign and delivers ads globally or to different regions.

The company planned to increase company's sales by introducing its paper products in Asian countries in the next year. A marketing plan was developed to increase the sales through strong brand positioning in the international market. What was also needed was to establish networking in public sector, establish website and SEO<sup>3</sup>. There should be a proper content strategy in which company have to plan the content for website. A content strategy was to improve marketing results and ROI<sup>4</sup> by allowing to understand exactly why using any type of content the people who were more likely to purchase what MSPM sells. The great thing about content marketing, as opposed to traditional marketing, is that it allows you to better target ideal audience, but only if does it well. MSPM trained their staff in this new way to enter another market. Content strategy was to help MSPM better understand the audience and create content that was relevant to their needs and pain

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points. It was also to help company distribute that content on the right channels. and a comprehensive strategy can help to achieve this. MSPM had to do e-marketing by searching emails of relevant companies and sending them an introductory email to convince them to take model supreme as a supplier. Email is an effective source of marketing because 80% of professionals use email as a way of communication the website link is sent to people via emails, they just open and check it on their mobiles which is becoming more and more the primary way to checking g-mails. website of the company was attractive and function correctly on phones then the customers will easily aware about the products More over model supreme paper industry needs to do email campaign frequently because mail will not affect the mind of people in first time, which results in making decision to purchase company product it totally disappointment, because if this campaign is not working on B2C social media is back bone of marketing these days. Social media have many platforms in which most common are Facebook, Instagram, LinkedIn and Twitter.

MSPM is a B2B organization, so its advertisements must reach business professionals, purchasing managers, and consultants; as a result, the company's marketing team should be active on LinkedIn and Twitter. So, on Instagram and Facebook, companies can share stories and other incidents that are interesting to people, so people can know about the company and when they are looking for paper supplies, they can think about Model Supreme Paper Limited first. In B2B<sup>5</sup> marketing, the company finds the best way to sell the product is to first to educate the target market about the product, in which case the company has to tell people about their product details and the product's contribution to people's lives to solve their problems. The worldwide and regional <sup>1</sup>targeting tools allow companies to choose where in the world they'd like to show their ads. Rather than creating multiple campaigns, Model S sets up a single campaign and delivers ads globally or to different regions. Facebook is delivering more ads to markets that perform better.

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<sup>5</sup> Business to business; Business deal with another business.

### **Optimizing SEO for flourishing sales**

SEO is the process of ranking a company website on top of the sites in the Search engine . To increase the ranking of MSPM, they also wrote articles on Google scholar where people read these articles and then went to the website for more details. The motto of MSPM was to satisfy the demand of the customers at a global level to earn a profit. In 2013-14, the sale was not as much as Mr. Ishaque wanted. Before SEO, the fluting paper sales were 22.M, Kraft paper sales were 46.4M, which was the major selling product of this company, and liner sales were 26.7M. These sales figures did not satisfy Mr. Ishaque, so he decided to use SEO to increase sales and export of this Statistics show that companies that export goods to other countries earn a substantial profit through export operations as the domestic market is less profitable. This is because when companies export goods, they earn in foreign currencies, which are way more valuable than our own. A company expands the market to compensate for the domestic loss. By earning the profit through export, a company was improving the quality of the products by purchasing new machinery and technology. The increase in the e-commerce industry has resulted in a high demand for packaging solutions that help to earn profit. The consolidation and expansion of businesses in other geographies through acquisition routes was another positive effect due to the scale of International Paper. It had the backing of the government for expansion because the government wanted to expand their exports. The opportunity that Mr. Ishaque perceived was related to a lack of social media usage due to which sales were not increasing (Exhibit-1).

### **The Brand Model Supreme Paper Mill (BMSPM)**

By going in for international search engine optimization, the company had improved the visibility of its website. This meant the website was seen by people in some other countries apart from the host country. Mr. Ishaque and his team's efforts made his dream come true. They increased their sales in 2015-16. Their sales in Fluting paper, Kraft paper, and Liner were 34.5M, 89M, and 75M

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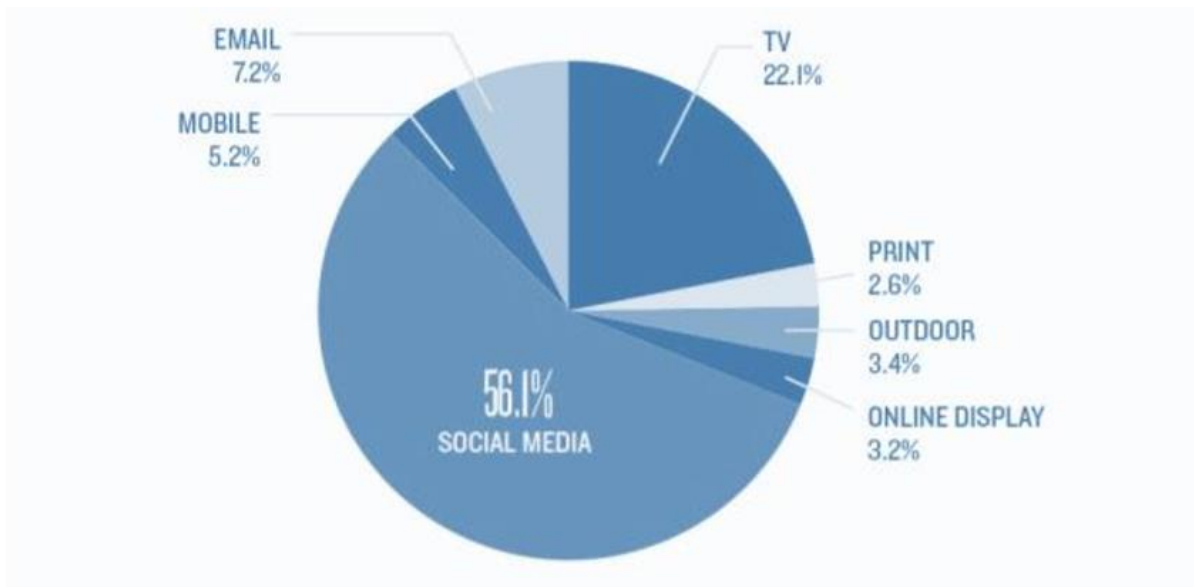
respectively (Exhibit 4). The international market showed a very positive response to these product lines. The sales of the company increased from 26.7M to 75M. Increased visibility meant increased visibility of company products and services. Done well, international SEO connected MSPM with its target audience globally. With an effective international SEO strategy, the company was discovering what parts of its content were working and what weren't. The company knew precisely what stopped potential customers from proceeding to the sales cart, or if they reached that stage, what stopped company customers from making the purchase. Sites that loaded quickly was more likely to be ranked higher by search engines. The company was also optimising its site for various browsers like Chrome, IE, Firefox, Safari, etc. This meant the company was reaching out to all kinds of users using different browsers. International SEO also helped companies determine how successful they were in acquiring organic visitors. Email marketing was one of the most effective online marketing tools due to its low cost and high response rate. The company was able to reach potential customers at a fraction of the cost of advertising or direct mail thanks to the new electronic communications.

**What next?**

The firm increased its revenues from PKR 26.7 million to PKR 76 million, yet the market remained unexplored. What should Muhammad Ishaque do to maximize his possibilities via the use of modern technologies? What social media platform would be better ideal to maximize efficiency while minimizing costs? Muhammad Ishaque was perplexed by these issues.

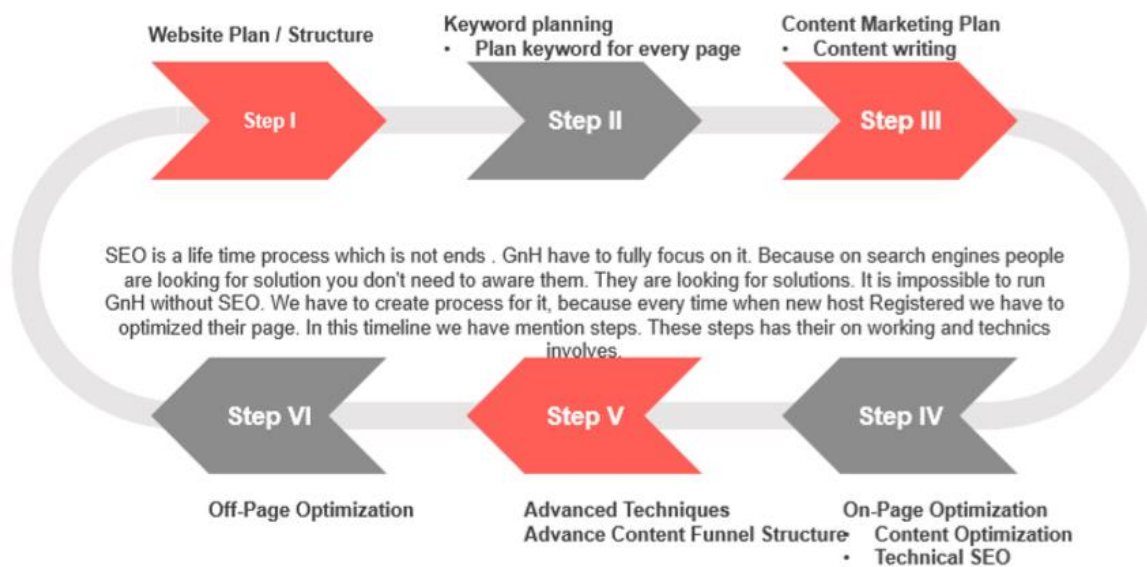
**Exhibits**

**Exhibit 1: Graph showing use of social media**



Source: Authors own

**Exhibit 2: SEO plan**



Source: Authors own



**Exhibit 3: Company sales before SEO**

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Products	Fluting Paper	Kraft Paper	Liner
Tax year	2013-2014	2013-2014	2013-2014
Sales	22.3M	46.4M	26.7M

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**Exhibit 4: Company sales after SEO**

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Products	Fluting Paper	Kraft Paper	Liner
Tax year	2015-2016	2015-2016	2015-2016
Sales	34.5M	89M	75M

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