



MEG Case Study: Fordia

Client Type: Service and equipment provider

Customer Profile

Since its beginnings in 1977 as a small three-person operation, Fordia has aggressively expanded into a global player in the provisioning of diamond-drilling tools and equipment for the world’s leading mining exploration companies. Fordia improves their clients’ productivity by delivering high-quality products when and where they are needed.

Challenge

Monitoring and preparing for shifts in the market plays a key role in Fordia’s operational success. The economic downturn of 2009 marked a significant decline in mining industry activity—exploration slowed to a crawl, negatively affecting demand for Fordia services and impacting the company’s operations. Fordia acknowledged the need for improved tracking of the mining pipeline, both to prepare for the inevitable upturn, and to recognize signals in advance of any future downturn.

Throughout the cycles, Fordia continued to implement its aggressive global growth strategy. Management needed reliable, credible information to justify plans and move forward with confidence.

Solution

Fordia formed a new Marketing Intelligence Committee to signal shifts in the market. The team, comprised of upper management and representatives from sales and marketing, actively monitors Fordia’s market environment. Insights and intelligence about the company’s clients and competitors are collected from a number of sources, including Metals Economics Group’s (MEG) Industry Monitor and Corporate Exploration Strategies study.

MEG’s Industry Monitor acts as a tool for monitoring the health of Fordia’s marketplace. Developments in exploration activity are of particular importance to Fordia. Key indicators signal impending opportunities and industry shifts that allow Fordia to forecast and modify production levels, and more effectively respond to client needs.

Fordia also uses MEG’s annual Corporate Exploration Strategies study to gain a better understanding of exploration spending activity. Knowing where companies are allocating exploration dollars helps Fordia focus their growth strategy, allowing them to see where opportunities are arising around the world.

“MEG’s services allow us to ‘trust the market’ by backing up our gut-feelings and instincts about where the market is heading. The information helps justify decisions and helps us better prepare for inevitable changes in demand.”

Hélène Coulombe
Marketing Director, Fordia

Related MEG Services

- ▶ Corporate Exploration Strategies
- ▶ Industry Monitor





Related MEG Services

Corporate Exploration Strategies

Corporate Exploration Strategies (CES) is the industry's only comprehensive source of detailed global exploration budgets. CES is the acknowledged benchmark for exploration-related spending, strategies, and worldwide trends. For more than 20 years, MEG's team of skilled analysts has been collecting and analyzing exploration-related information from thousands of companies around the world, providing subscribers with both a global and a granular view of exploration strategies.

Industry Monitor

The MEG Industry Monitor is a series of comprehensive graphs and charts, with related commentary, illustrating MEG's analysis of monthly changes and emerging trends in the base and precious metals pipeline. Using information only available from MEG, the Industry Monitor tracks developments based on announcements over the past 26 months of significant drill results, initial new resources, project development milestones, significant financings, and acquisitions.

MEG is the most trusted source of global mining industry information and analysis.

To help our clients make better decisions more quickly, we supply raw data and sophisticated analysis based on unbiased research and reporting.

Clear, thorough, and reliable.

We draw on three decades of comprehensive information and analysis, with an unsurpassed level of experience and credibility.

From worldwide exploration, development, and production to strategic planning and acquisitions activity—our experienced and knowledgeable researchers and analysts provide essential services for all facets of the industry.

We draw knowledge directly from extensive industry contacts, carefully reviewing global news and information sources to deliver superior databases and research services.

Innovative approaches to information deliver exceptional services—offering you higher value and broader insights.

Relevant, accurate, and complete—our databases and studies help you make confident decisions that lead to improved results.