

Details:

980ils Products	RANDOCAST 130
Applications	Steel Casting Industry
Customers /Location	Vietnam
Competitors	Satya India, Bumhwoo Korea, Arabol India, Vekocast Italia, Meiwa Thailand, Quaker UAE, Palm oil local supplier
Materials	Steel billet
Process/Machines	Continuous casting machine
Customer Requirements	Good lubrication

A. Customers:

1. An Hung Tuong:
 - Capacity: 500.000tpy
 - Consumption: 0.15-0.2 liter per ton
2. Nghi Son:
 - Capacity: 2.000.000tpy
 - Consumption: 0.15-0.22 liter per ton
3. Vinakyoiei
 - Capacity: 500.000tpy
 - Consumption: 0.12 liter per ton
4. VIS
 - Capacity: 500.000tpy
 - Consumption: 0.13 liter per ton



B. Advantages

- After some years in Vietnam, Randocast 130 has been named in the market.
- The price is competitive with the familiar brand such as Quaker, Meiwa,...
- The product's appearance to be easy to recognize.

C. Disadvantages

- The brand name is not strong enough so it isn't suggested to use by the equipment suppliers.
- The price is not competitive with China powder, then some customers change to use casting powder such as Hoa Phat, Cao Bang, Viet Trung, Tisco, Possco SS.

D. Recommendation for 2022

- Maintain the price to the market.
- To keep contact with the customer who using the casting powder to find the suitable to sell our product.

