

RAPRO CONTINUES TO GROW WITH NEW LOGISTICS CENTRE

RAPRO Turgutlu Distributing Center

AUTOMOTIVE SPARE PARTS MAGAZINE: CAN YOU GIVE US INFORMATION ABOUT RAPRO'S ESTABLISHMENT?

Rapro is the leading Rubber and Rubber Metal Parts producer in Turkey and was founded by Roberto and Patrizio Ragusin in 2003. Gian Giacomo Ragusin, one of Turkey's first rubber producers and exporters, has 45 years' experience and this allowed his sons to follow in his path.

Rapro began business in Çamdibi, İzmir on a 2,200 m² site and today offers solutions to many sectors but primarily the automotive sector with its products it produces at its 16,000 m² production facility that uses the latest opportunities afforded by 21st-century technology in Kemalpaşa, İzmir.

AUTOMOTIVE SPARE PARTS MAGAZINE: WHAT IS YOUR ROLE IN THE COMPANY AND WHAT IS YOUR MISSION?

I work as a Warehouse Manager at Logistics Centre at Turgutlu, with the mission of managing warehouse and logistics activities. We had a first in our area when we established the 17.000m² Distribution Centre in Turgutlu, Manisa, to provide faster and uninterrupted services to our customers.

We have been able to provide work to more than 100 people thanks to the investment we have made. Our job is to receive the 9,500 types of product we produce and before they are dispatched to be delivered to our customers, organise a system that manages them well and reduces our costs to a minimum as well as ensuring high efficiency and employee satisfaction.

We benefit from technological infrastructure and equipment, continually train our workforce and improve our operations.

AUTOMOTIVE SPARE PARTS MAGAZINE: IN YOUR OPINION, WHAT IS THE IMPORTANCE OF LOGISTICS TODAY BOTH IN TURKEY AND AROUND THE WORLD?

Logistics is a whole activities of planning, organisation, transportation and management operations of products and services. The importance of logistic services increases every passing day in terms of being even more competitive in difficulties we have today.

Like with every organisation and establishment, the most important factor is customer satisfaction and the most important barriers in creating satisfaction is delivering products just in time and place our customer's orders, not transporting products along safe routes and communication problems. These problems of course increase costs for both the producer and the customer. This is why we are always improving and strengthening our infrastructure to be able to follow all processes, from the Logistics Centre's design and to management.

AUTOMOTIVE SPARE PARTS MAGAZINE: CAN YOU GIVE US INFORMATION ABOUT THE PRODUCT RANGE YOU OFFER CUSTOMERS?

We offer solutions with our product range of more than 9,500 products ranging from fuel hoses to radiator caps to different markets, vehicle parks and different needs as they arise in 52 countries on

6 continents. We closely follow arising needs and expand our product range.

AUTOMOTIVE SPARE PARTS MAGAZINE: CAN YOU GIVE US INFORMATION ABOUT THE RAPRO'S SHORT-TERM AND LONG-TERM PLANS?

Our target is to deliver the right products on time and in full without any problems to our partners with the best possible service, increase customer satisfaction to the highest possible levels and to be a brand that will allow us to proceed with global brands in the same lane according to changing and developing needs and expanding product range.

We aim to 25% growth in 2018 with continuing investments, improvements and strategies to add to the 40% growth we recorded in 2017 when we began to get the return on the investments we have made.



Turgutlu Logistics Centre, Warehouse
Manager Arkin Andaç