

JSC "RANTIS"

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Management: A.V. Lukianchikov - the General Director
A. G. Bykov - the General Director Deputy

Employees: permanent staff is 20 employees, temporary staff is 30-50 employees
Previous financing: is about \$100000
Current financing: \$19 000.
Requested investment: \$1 000 000
Use of the requested investment: design and development of new types of thermoplastic stationary and office suppliers; purchase of modern equipment (thermoplastic autos and transfer molds); purchase of raw materials, goods, management and wholesale of own production.

Company Description:

Since the date of foundation (March 1992) Research and Production Company "RANTIS" has been specialized in manufacture of production accessories, production and realization of consumer goods made of thermoplastic. In 1995 "Rantis" had been manufacturing one denomination of goods and by the end of November 2000 the company has produced 52 denominations of the goods. Strategic purposes:

- To Strengthen its positions in the Russian stationary and office suppliers market and to increase the average volume of monthly sales up to \$450 000.
- To manufacture commercially stationary and office suppliers in the assortment and amount necessary for efficient regional sales, to establish a regional dealer net.
- To master the knowledge of modern information technologies and to set them into marketing activities of the company. Many purpose of the company:
- To develop full technological cycles for manufacture of best selling stationary and office suppliers.
- To increase the amount of modern thermoplastics.
- To manufacture new complex die molds for producing best selling stationary and office suppliers.
- To buy new equipment and master the knowledge of new technologies. To automate the registration of goods and material values.

Field and Directions of Activity:

The field of the activities is thermoplastics conversion. The trends are to produce thermoplastic stationary and office suppliers of high quality.

Products/Services/Technologies:

The list of the production of the company includes more than 170 denominations of thermoplastic stationary and office suppliers of high quality.

The main technology of the company includes:

Design of new items which meet the requirements of Russian market,

Design and production of die molds,

Establishment of full technological cycles for goods manufacturing,

Realization of the goods in St. Petersburg and the countries of the former USSR.

Patents for designs of new items are executed in time.

Management Team:

The owners are two natural persons holding 47% and 53% of shares.

Markets/Competition:

More than 1500 companies working in Russian stationary and office suppliers market are

registered in the Internet.

The net of wholesale product realization of JSC "Rantis" includes more than 130 buyers in St. Petersburg and more than 250 buyers in Russia, Latvia and Kazakhstan. JSC "Rantis" has got long-term contracts with all these companies.

Four companies are the main competitors of JSC "Rantis" in Russia. Two of them are located in Moscow, one in Saratov and another one in Ufa.

According to a conducted investigation the market share of "Rantis" does not exceed 3 %.

Achievements:

From 1995 till August 2000 JSC "Rantis" had manufactured 52 denominations of goods produced by the company (in the price list there were 177 denominations of stationary and office suppliers). 34 new items are prepared to manufacturing,

The company bought the following property:

- a plant (2000 sq. m) in Leningradskaya Region in Kirovsk,
- a storage house (about 180 sq.m) in St. Petersburg, (Petrogradsky district),
- office premises (about 40 sq.m) in St. Petersburg, (Petrogradsky district). The company bought the following equipment:
- 15 thermoplastic autos,
- more than 10 metal-working machines,
- more than 30 units of other equipment. Turnover of the company increased from \$35 per month in the beginning of 1995 to \$70 000 per month by mid 2000.

In 1999 at the Russian Fair "Kultsportovary" which is conducted annually by the Russian Government "Rantis" was rewarded with a honorary diploma.

In September 2000 JSC "Rantis" was awarded with a diploma at the exhibition "Innovations Around us" which took place in Moscow at the Russian Show Center.

History of Credits

The Fund of Assistance to Small Businesses in the Field of Science and Technology Research:

- \$40 000, 1997 - \$55 000, 1998 - \$32 000. Financial backing was given on the basis of repayment. JSC "Rantis" performed all the work , returned the debts and all the interests. At present there are several contracts between the company and the Fund. The money involved in these contracts is \$19 000. JSC "Rantis" fully carries out all the obligations under these contracts and returns money in time.
- Closed Joint-Stock Commercial Bank "Bankirskiy Dom", 1997 \$40 000 advance on current account. The credit and the interests are repaid.
- Joint-Stock Commercial Bank "Moskovsky Reservny Bank FKB "Reservny" "Baltcredit" in Saint-Petersburg, 1998 \$15 000 credit line. The credit and the interests are repaid.
- Joint-Stock Commercial Bank "Moskovsky Reservny Bank FKB "Reservny" "Baltcredit" in Saint-Petersburg, 2000 \$15 000 credit line. The credit and the interests are repaid.

Outlook:

- Designing and building of a new plant.
- Substitution of the current technological cycles by modern and more efficient ones.
- Increase of the assortment of the goods taking into consideration the necessity of the diversification of risks caused by season demand fluctuation.