

## **WINSIRE ENTERPRISES / MEGAPRO TOOLS INC.**

“It drives people crazy when they’re working with a screwdriver and they can’t find the right bit – you know you have it somewhere, but you can’t locate it,” says Hermann Fruhm, President of MegaPro Tools Inc., a company that designs and manufactures screwdrivers with retractable cartridges. Mr. Fruhm knew that there must be a way to make bit selection easier and faster, and wanted to create a perfect screwdriver which does just that. Carving the original MegaPro prototype screwdriver from a block of wood, Mr. Fruhm has since helped out fellow handymen the world over.

MegaPro’s retracting screwdriver has been a big hit in Japan since 1999 – the year MegaPro began exporting the product to Japan. Contributing to MegaPro’s early success was the company’s access to JETRO resources. “Their library and directories helped us to learn about Japanese companies that MegaPro might do business with,” says Mr. Fruhm. “We left promotional materials and contact information at the JETRO offices and, in turn, received inquiries from interested Japanese companies.”

After lengthy discussions with a number of Japanese companies, MegaPro secured a deal with YKO Hiroshima Inc. – a Japan-based company who will now distribute the MegaPro screwdriver in the Asian market. “We just sent another shipment of our drivers out to YKO last week,” Mr. Fruhm says, “and we hope to get another one out soon.”

“Exporting your product to different countries can be an educating experience,” explains Mr. Fruhm, “Based on some test marketing we carried out, we found that the handle of our screwdriver was awkwardly large for consumers in Japan. We are currently redesigning a handle with a smaller diameter.”

Having worked in the Japanese market for two years, Mr. Fruhm has gained invaluable knowledge about exporting abroad: “You really need to listen to your customers and consider their feedback – after all, without them, you really wouldn’t have a market. We have to remember that ‘the customer is always king’, mastering that – you are almost guaranteed success.”

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### **Contact:**

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### **Established:**

1994

### **Employees:**

3

### **Annual Sales:**

n/a

### **Export Sales to Japan:**

n/a

### **Products:**

Retracting Screwdriver

### **JETRO Services:**

Senior Trade Advisor