



Dario Salvagno, chief operating officer of the Vicenza-based company

Titolo: Dicra Automotive: quality to win the market

Sottotitolo: Inforicambi speaks with Dario Salvagno, chief operating officer of the Vicenza-based company

Often in a competitive market, quality makes the difference. Indeed that's how you build a good brand reputation. But what does quality mean? What does it mean for a company fulfilling this requirement? Dario Salvagno (in the picture), chief operating officer of Dicra Automotive, will explain it to our newspaper: a company providing auto and moto spare parts. A virtuous recipe, the one of the Vicenza-based company, mixing different ingredients: from a commercial transparent policy to respect of the distribution chain till a management talent to solve typical problems of business area. With Dicra, goes on the Inforicambi's journey between international aftermarket companies: interviews are result of a strong partnership between our online newspaper and the industry manufacturers.

The 2013 does not open auspiciously for the European car market t. According to the latest data Acea, the demand for new cars decreased by 8.7 percent, reaching its lowest level recorded for the month of January since 1990. In your view, as how is it possible reversing the route for a revival of the industry?

The purchase of the car is one of the largest investments that a family needs to support, and in this period of economic recession such expenses are regularly postponed. A revival of the auto industry can not start if not from a general recovery, which allows families to have more disposable income immediately and look to the future with confidence.

In a not so easy current context, which goals Dicra Automotive is wishing to achieve this year that just begun?

Normally, the spare parts industry is anti-cyclical, and the market grows as the economy stops; the current crisis has, however, overturned this rule. In 2013 Dicra aims for maintaining the same positions of 2012, continuing to nominate itself as an electrical specialist reference in the Italian market.

Quality of materials, products, supply and service. The competitive advantage of your company is essentially based on these mix of values. From 1999 to today, these benefit ,what goals made you achieve in the area of auto parts?

Beyond the growth of turnover and size, the true objective is that the company is now well recognized in the domestic market, thanks to the brand products Dicra launched in 2003. Our customers also trust us because they know that our trade policy is transparent, that we respect the chain of distribution; we want to ensure the right mark-up to all the actors, and finally that management is always available to solve the problems that inevitably arise in such a competitive market.

Being careful to changes in the market it is another strong point that distinguishes the face of corporate Dicra. In 2003, the company has created a new range of corporate branded products. Because this policy management in that particular historical period?

In the previous five years of life, the company had established itself as a wholesaler of electrical equipment throughout the national territory, and the time was ripe to state to the market also the brand Dicra , together with those already distributed. This choice has enabled the company to act at the level of product and price, so change the trade policy of the products under its own brand. A considerable effort, economic, research and development and marketing but in the long term awarded. Today the company is recognized especially for products under its own brand, such as light bulbs for cars and brushes, but also for products Dicra Electronics, which have appeared on the shelves of department stores since 2005 and that is the other BU the company, which the property is betting at.

Without the innovation process and product there cannot be an economic growth. How is the driver of technology important to be competitive in the aftermarket?

The technological innovation is essential, both for the product and for the service. In fact in spare parts industry the innovation comes some time later than the OE market, but being the first to introduce it in the AM market is of great importance.

As for the service, E-commerce, websites and electronic list have replaced the old commissions copies and catalogues; this year too, the company will invest in these technologies, online and offline, sometimes side by side with more traditional ones. The aim is always to offer its customers the possibility of finding the product you are looking for quickly, efficiently and effectively, choosing the method that each considers most appropriate for its business.