

Case study: Miro Sp. z o.o. – Poland

Supporting healthy growth



Challenge

To support Polish distributor of Hitachi Medical equipment, Miro Sp. z o.o., in purchasing seven premium, fully equipped Hitachi ultrasound units to be used for demonstration purposes – without having a negative impact on cash flow.

Solution

Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) and Hitachi Medical Systems Europe – now part of FUJIFILM Healthcare Europe – offered a joint solution to extend payment terms for Miro Sp. z o.o. up to one year.

Result

Increased exposure of Hitachi products in the marketplace, greater brand awareness and ultimately a boost in sales for Miro Sp. z o.o. and FUJIFILM Healthcare Europe.

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the needs of
the business**

“We want to use the extended terms finance product again.”

Miro Sp. z o.o. owner Robert Kasprzycki

Background

FUJIFILM Healthcare Europe manufactures medical diagnostic equipment, including ultrasound, MRI and CT scanners. Its largest European ultrasound distributor is Miro Sp. z o.o., which has close to a 20% market share in Poland. Miro Sp. z o.o.'s customers are medical institutions, doctors, diagnostics and health managers.

Business challenges

Miro Sp. z o.o. uses demonstration units to highlight the features and benefits of ultrasound equipment. However, acquiring these machines requires significant expenditure and represents a frozen investment of up to one year.

To meet FUJIFILM Healthcare Europe's existing payment terms, Miro Sp. z o.o. would often sell the units after a short period to prevent a cash flow deficit. “The biggest problem was getting demo units to ensure customers understand Hitachi products better,” says Miro Sp. z o.o.'s owner Robert Kasprzycki.

FUJIFILM Healthcare Europe was keen to ensure Miro Sp. z o.o.'s customers could try before they buy and wanted distributors to have enough demo units available, without causing financial difficulties.

The solution

To give Miro Sp. z o.o. more time to manage its payments and cash flow, FUJIFILM Healthcare Europe turned to long-term partner Mitsubishi HC Capital Europe. Together, they could offer an exclusive extended terms finance (ETF) product to extend the normal invoice payment terms.

Mitsubishi HC Capital Europe settled the transaction on behalf of Miro Sp. z o.o. and extended the payment terms up to 360 days. Unlike other solutions, this is designed to appear as a trade payable (rather than debt) on Miro Sp. z o.o.'s balance sheet and offers flexibility for the early repayment of the invoices if required.

The result

During this period, brand awareness of Hitachi products increased significantly and Miro Sp. z o.o. are keen to continue enjoying the benefits of ETF in the future. “We want to use the ETF product again to extend the terms of future invoices and improve our cash flow,” says Robert.

FUJIFILM Healthcare Europe is now reviewing the possibility of offering this opportunity to other distributors across Europe. As it plans to launch new products, ETF could be incorporated to encourage

distributors to take on more demonstration units for longer periods, and increase sales volumes.

“The biggest benefit for FUJIFILM Healthcare Europe was being able to convince Miro Sp. z o.o. it could invest in more demo units and pay later,” says Piotr Zawadzki, General Manager – Region East & Nordics (FUJIFILM Healthcare Europe).

“It's good to have the flexibility of when to use ETF, as payment terms are important for our partners. We can offer ETF instead of other solutions and there is a visible impact on sales after a few months.

“FUJIFILM Healthcare Europe has a good relationship with Mitsubishi HC Capital Europe based on trust. There is less stress and risk than dealing with external parties, and of course there is a family feeling.”



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Piotr Zawadzki, General Manager – Region East & Nordics (FUJIFILM Healthcare Europe).