

**MACOMA TECH**

**7 SALES  
SUCCESS STORIES :  
POWER OF MINIATURE  
MODELS ON BUSINESS**



## Introduction

Model Making is a complex job but its rewarding

Architecture companies use it to showcase their client and investors

Real Estate companies use it to generate leads and sales from Exhibition

Retail Outlets use it to impress visitors and increase walk-in customers

Ship manufacturing companies use it for sales presentation during boat shows

Industrial Company use it to explain complex ideas to their prospects

As you can see that display models are used by diverse companies. But regardless of the diverse use of display model. The end results is **superior marketing and sales for companies**. This is common for all the companies who received custom models

Below is the list of 7 case studies on how display models have transformed the sales of companies

There are the customers of Macoma Tech whose problem were solved by providing a display model

## 1) Real Estate



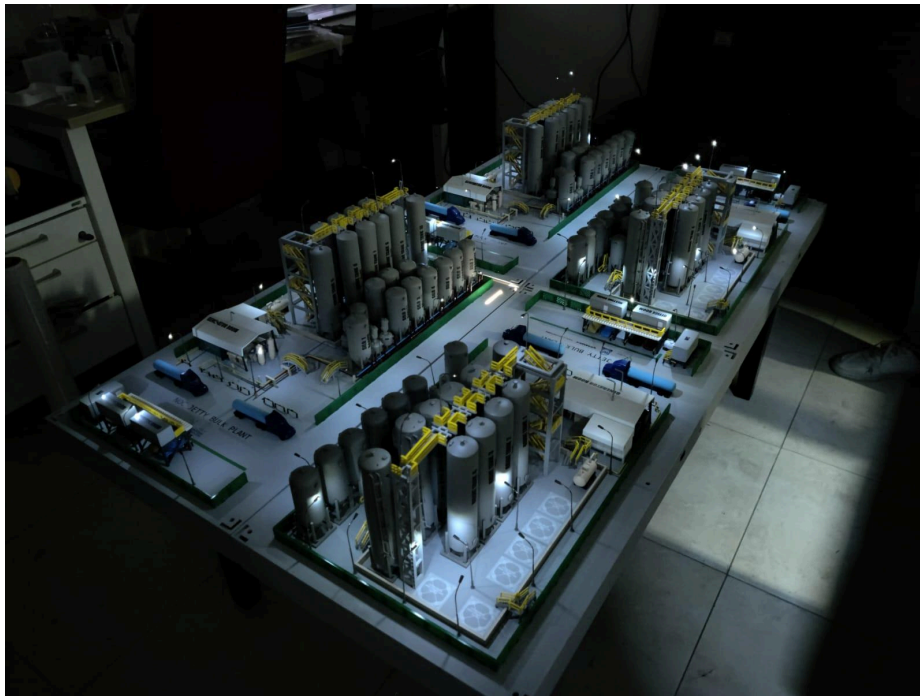
Malek is the sales manager in Ras Al Khour Real Estate. He contacted us to create a miniature model of their grand idea which can be displayed in upcoming exhibition.

Before meeting us, they were only showing a 2D layout paper and images to their client. That barely lead to 3 sales out of 100 shop properties. Hence, they decided to level up their marketing by investing in building a miniature for their projects.

We made 2 models for them and one of them is the above 3.2m length model that gives a grand display and attracts qualified clients to them.

**Benefits: Lead Generation and Sales of Project**

## 2) Chemical Factory



**Sandeep** is the sales manager of KBF Trading LLC which is a contracting company in Qatar that builds chemical processing factory.



They had build few of the chemical plants for their clients which was about to be inaugurated soon. So they hired a model making company in Qatar to build miniature models as a gift to their clients and also a sales tool for themself.

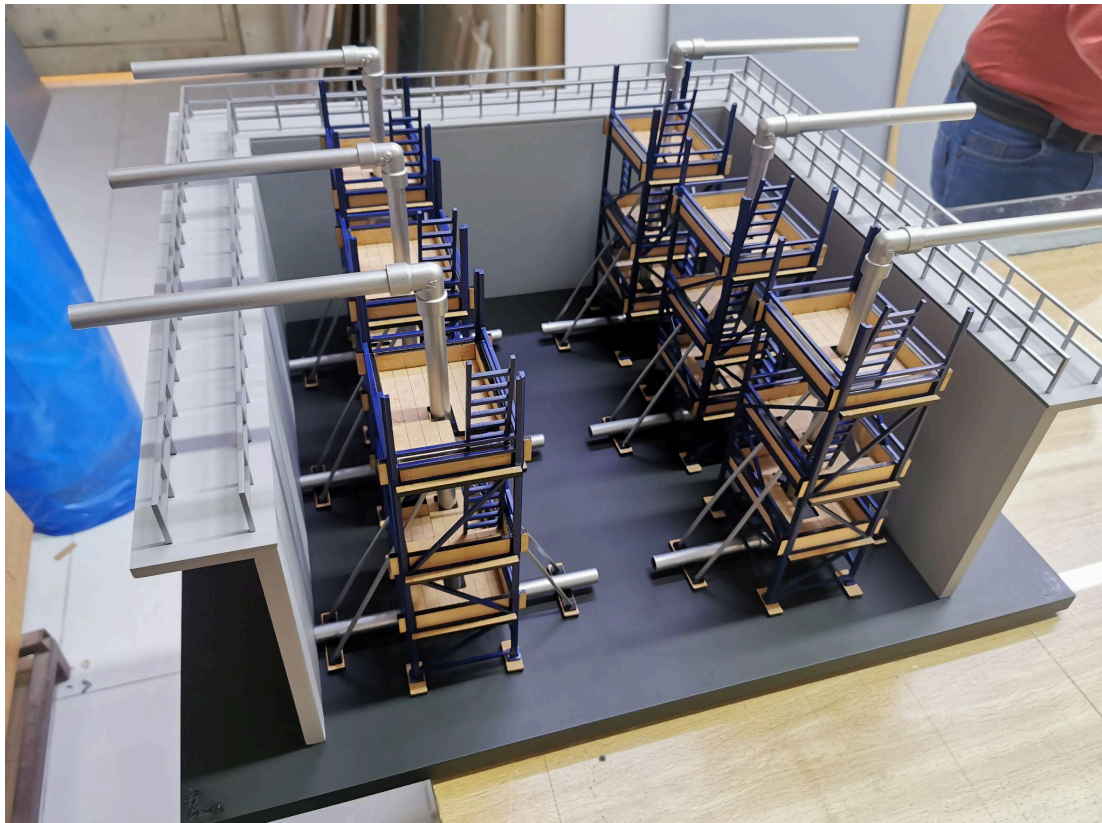
The project was too challenging for the model maker in qatar and in the end the qatar model maker said its not possible to create a miniature with so much details. Hence, the inauguration event passed without the miniature. **A missed opportunity of PR and Marketing**

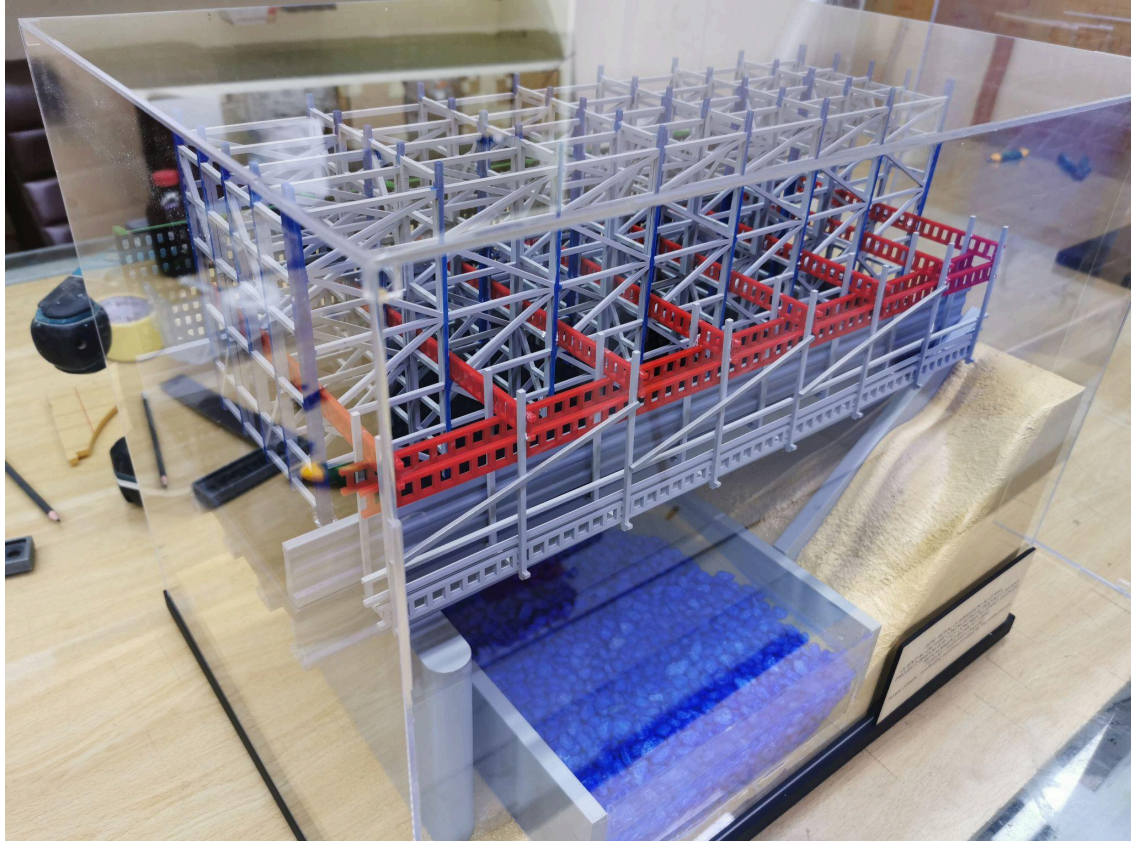
That is when Sandeep decided to explore model makers in Dubai and found us. We managed to create 4 highly detailed model along with LED lights and QR code that we shipped to Qatar.

They were impressed and didnt expect this to look so good.

**Benefits: PR, Word of Mouth Marketing and superior sales presentation**

### 3) Scaffolding Company





Salman Khaider is the owner of scaffolding company in Saudi Arabia. He wanted to make a miniature model of 2 of his projects to display in Trade Shows for generating leads.

He contacted several model makers but they asked for site plan and 3D design files which he didnt have. Then he hired a 3D designer to design his project before giving it to model makers but the design was not suitable and his efforts was wasted.

Salman then found us through a reference and we started working together. Due to his previous failed attempts, he was concerned at first but after we design his project based on images and videos. He grew confident.

After production we send both the above scaffolding model to him which he started using for his trade shows.

**Benefits: Attracting Leads in Exhibition**

#### 4) Ship Manufacturing



Jiju is the Marketing Officer in Unique World that manufactures yacht and other industrial equipments.

They wanted to make a Model of one of their product which can be showcased in exhibition and events. We finished the above ship along with base support, LED lighting and MDF box to improve their marketing and sales presentation.

**Benefits: Attracting Leads in Exhibition**



## 5) Technology Company



Huzefa from DCV Industries wanted to create a container model to showcase the idea of creating container datacenters in GITEX.

We made a detachable container model with LED lighting and movable hinges which they could present to their prospects.

This model was done in 7 days and they were impressed with its details.

**Benefits: Attracting Leads in Exhibition, Testing new ideas in Market**



## 6) Wellube



Wellube is an industrial company that provides pipe cutting and maintenance service. Their projects are highly technical so a display model was required which shows the inner working of their technology.

Above is the piston which moves up and down manually to show the movement of their project. Their sales team displayed this model in trade shows and were able to show complex working in simplified manner.

**Benefits: Superior Sales Presentation**

## 7) Corporate Gifting



Every business has their **best 100 buyers** who contribute majority of the revenue. Thus, its important to keep and nurturing them.

Zenith is a solar model company that wanted to keep its loyal customers. They have affiliation with traders and distributors who sell their products.

The company owner wanted to create a small miniature of their product so that it can be sold as a gift item, hence solidifying their relationship with affiliates.

We made a sample on the left followed by 100 qty batch production of their miniature gift.

They gave it to their distributors and hence kept a loyal customer base.

**Benefits: Customer Loyalty & Word of Mouth Marketing**



Need to Level Up Your Sales & Marketing?

Book a 30min Discovery Meeting with Macoma Tech

During this meeting we will discuss the following:-

- 1) Brainstorming the details of your 3D model
- 2) Find out which all features we can put to enhance the attractiveness of your model
- 3) Discussing potential ways in which your 3D model can generate leads for you
- 4) Cost Estimate and Size of your model that fits your budget

[>> Book Now <<](#)