TRACTOR SALES PROMOTIONAL FIELD TRIP REPORT

Maz Trading PLC
Welkite
Aug 13-15, 2026

1. General Information

Field Trip Title	Tractor after sales and dealers conference field Trip
Date	Aug 13-15,2026
Location / Area Covered	Welkite, Weliso
Organized By	Maz Trading PLC, Marketing Dep't
Tractor Brand / Models	Solis Tractors and Implements
Sales Team	Bemnet Melaku, Megdelawit Mazengia, Rahel Temesgen, Dawit Asfe, Yosef Romangizaw
Number of Participants / Customers	32



2. Executive Summary

The main objective of the trip was to answer any questions and concerns customers had regarding Solis Tractors and collect feedback after sales, to create brand awareness, finding potential leads to facilitate loans for farmers, integrating with the agricultural and mechanization bureau to reach the farmers all around the zone.

3. Objectives of the Promotional Trip

- ✓ Answer Customers Questions and Concerns
- ✓ Collect feedback from Customers about the product
- ✓ Communicate banks and microfinances for different loan options
- ✓ Integrate with Agricultural Bureau

4. Key Stakeholders

The trip involved engagement with public-sector and financial stakeholders. Key government representatives included:

- Mr. Nebiyou bedewi – Agricultural bureau Director (Absheke Woreda)
- Mr. Yalew – Agriculture Bureau Communications representative (Absheke Woreda)

and Different Banks, unions and Microfinance offices

5. Activities Conducted

5.1 Product Presentation

Customers were introduced to Our company's and ITL business background and were informed about the main technical specifications and benefits of the available tractor models.

5.2 Price and Financing Discussion

The team discussed tractor selling prices, financing options, down-payment requirements, credit terms, warranty, spare parts availability, after-sales service, and maintenance requirements.

5.3 Competitor and Market Assessment

The team collected information about competing tractor brands, approximate prices, customer preferences, promotional activities, and dealer presence.

6. Tractor Models Promoted

- ✓ 92HP, 110HP and 130HP
- ✓ Implements
- ✓ Spare parts

7.1 Positive Feedback

- Tractor performance
- Price
- Fuel efficiency
- Engine power
- Spare parts availability
- Warranty / after-sales service

7.2 Customer Concerns

- Spare parts availability

- After-sales service coverage
- Availability of implements
- Fuel Tank Capacity
- Overheating of Radiator
- Faulty Starter motor

8.Decisions and Action Taken

- ✓ Promised customers to repair and replace within the warranty period
- ✓ Provide adequate spare parts
- ✓ Open a branch in Welkite

9. Conclusion

The Welkite tractor dealer conference promotional field trip was successfully conducted and provided an important opportunity to directly engage with customers to collect feedback and address any concerns

The most important next step is to maintain close follow-up with high-potential prospects and convert generated leads into confirmed tractor sales. Continued field demonstrations and stronger dealer, financing, and after-sales support are recommended to increase market penetration and sales performance.

Contacts of stakeholders from different offices have been attached




FUTURE IS
NOW
DEALERS
CONFERENCE
MAZ


FUTURE IS
NOW


FUTURE IS
NOW
MAz
Solis


FUTURE IS
NOW
MAz
TRADING









