

Importadora Oriente GMB success story from Chile

If you looked up the definition of "energy and enthusiasm" in a business dictionary, you'd probably find a picture of Alvaro Cardenas, the founder of Importadora Oriente Ltda.

It's been a long way since 1980 when Mr. Cardenas established his company in the beautiful city of Vina del Mar. It has certainly become one of the largest players in the local Chilean spare parts market.

His drive and spirit is contagious, giving his operation the unique ability to continually motivate his team, but even a savvy business man like Mr. Cardenas needs help and he doesn't look too far away, his brother Carlos has had a major role in his venture.

Several instances where he learned out of trial-and-error experiences, led Alvaro to rethink his target markets and main philosophy, and arrived at the conclusion that only perseverance and hard work are key to success. He also believes in 3 core factors for the business growth and long term viability.

Firstly, exhaustive development of product lines, where Mr. Cardenas says that GMB provides him a big opportunity to thoroughly cover most of the huge domestic market applications.



Secondly he's a big enthusiast of establishing close relationships with his customers and suppliers and last but not least, capability to generate excellent service.

In his own words "As an entrepreneur, I tend to be very focused on the issue at hand," Cardenas says. "Carlos gets me out of my shell and helps me see the big picture. I'm not only taking advantage of this lifetime of business experience, but also concentrate hard for issues such as working with overseas manufacturers. I know I can count on my suppliers, GMB is a great example for time-tested solutions that will help my business grow"


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WATER PUMP

KOREAN CAR (KIA)

WATER PUMP	TENSIONER & IDLER BEARING	CAR NAME	ENGINE MODEL	MODEL	YEAR
GWKR-215A 25100-2Y000	NA	SEPHIA SPORTAGE	RF 2000	4CYL	98-01

MAZDA

WATER PUMP	TENSIONER & IDLER BEARING	CAR NAME	ENGINE MODEL	MODEL	YEAR
GWMZ-57A ZJ01-15-010A 	NA	AXELA	ZJ 1300	BK5P	03.10-04.03
		DEMIO VERISA	ZY 1500	DC5R/W DY3R/5R DY3W/5W	04.08- 03.11-04.04 02.06-04.04 03.11-04.04

automechanika

Automechanika Frankfurt 2008

- » Show Date : From 12 September to 21 September 2008
- » Opening hours : Sept. 16. - Sept. 20. 9.00 a.m. - 6.00 p.m.
Sept. 21. 9.00 a.m. - 5.00 p.m.
- » Venue : Frankfurt am Main
- » Stand No. : **1.2 J26**

INVITATION

*Imagine and do it with **GMB.***

We are cordially inviting you to **GMB** stand **1.2 J26**
at Automechanika Frankfurt 2008
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