

Luis Aranberri

The EGA Master case study

Prologue by Pedro Luis Uriarte



The longest journeys start with a single step, and with the publication of this book we are making that first footprint. The destination of this adventure is to compile a set of good management practices, of cases that may serve as an example and provide direction in the ever more complicated task of managing business projects. Stories of companies and entrepreneurs which have always been part of the Deusto Business School, people who were trained here, who in turn have helped shape our Business School by working closely with us.

As in all journeys, the most important thing is finding the right company, and in this first book we undoubtedly have the good fortune to have chosen a great company, and of being selected by the protagonists to share their story of effort and good work. I hope that you decide to accompany us on the journey we have started. You will make it worthwhile.

Guillermo Dorransoro
Dean, Deusto Business School

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Cover Image: © EGA Master
Map of the countries to which
EGA Master exports, in red.

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All great discoveries always have a precedent. Einstein could not have formulated his theory of relativity if, before him, Newton had not demonstrated his principle.

The same thing is true of the chips of the present generation, following on from the first integrated circuits. Picasso would perhaps have not painted the Ladies of Avignon if it were not for the earlier generation of impressionists.

The desire to create and excel is the engine that drives the evolution of our society.

EGA Master was created with the experience and thorough knowledge of the criteria and needs of the world of hand tools.

Its spirit is strongly supported by a team of remarkable experts, who have dedicated their lives to perfecting the performance of their products, calibrating the quality of their materials and stimulating supply and demand with efficient alternatives.

Grand strategies and brilliant ideas are not worth much of if they do not have behind them a good team capable of their development.

EGA Master knows the choice well: *One must appropriately deal with the present to reach a successful future.*

If it were not for the above, EGA Master would not have been able to make its major commitment with integrity:

To offer *an unlimited warranty* on all of their products, *without borders.*

Iñaki Garmendia, 1990

