

Welcome to a Short Journey To: Marketing Excellence

Marketing Excellence: promoting class of Glass

By

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Plethora of Usages of Glass: A Short Glimpse

*<<Guided by a Set of Human Desire
and Necessities>>*

Human Desire: Better Housing

- Since the earliest part of *Civilization*, people look for somewhere to live in – i.e. A House...
- After a lot of water has flown through the *Holy River Ganges* → We are looking for *Modern Housing* with a Good Style.
- Could we really conceive “Modern Housing” without *Float Glass, etc. for the 7 Billion people* – *The Market Size is just Gigantic*

Human Necessity: Light

- We don't want to be in the *Darkness*.
- When the Sun sets – we need *Light* – so, we tend to switch on the light – i.e. Lamps in the form of various designs of bulbs, tubes, etc. (*or, Lanterns, still in the villages*).
- This might be one of the most common aspects of modern life – *or, shall we say: Lifestyle*

Human Necessity: Water

- The most fundamental necessity of all Humans is to drink water – in containers made of glasses, ceramics, metals (steel, copper), plastics, etc.
- The most hygienic way to drink water has now been proven to be “Glass”
- Market size in volume also support the very idea (*In the countryside: millions of people still drink “tea” in small glasses*)

Modern Human Necessity

- *Optical Glasses:* For our Eyes, Camera Lenses, etc.
- *Medicine:* For all practical purposes, most of medicines are sold in glass bottles, apart from having a stronger protection from UV rays.
- *Solar Energy:* We cannot produce this “most important alternative source of energy” without “Glass Panels” – now taking a great dimension.
- *Others:* Glass Sensors for Smart Buildings, Surgical Lamps, Thermally Strengthened Glass for Automobiles.

Latest Human Necessity

- *Flat Screen:* TV, Tablets, Smart Phones are all part of our modern living...
- *E-Glasses:* For conserving energy in the modern buildings with decorative appeal as well.

*Havn't We Covered Everything
that touches Human Life?*

*Now, lets start our short
journey towards
Excellence*

Why Marketing Excellence?

- Manufacturing Excellence will ensure the Quality of the Products
- But, Marketing Excellence will ensure the “Penetration” in the Market
- Also, to *Earn Good Revenue* in terms of the Attractiveness of the Product & therefore its Acceptability in the Market

What Marketing got to do with Competition?

- Competition Laws prohibit excessive “*Monopoly*” in the market,
- Good Marketing Strategy, like “*Going beyond the Competition*” helps the market penetration
- Marketing Excellence → the penetration becomes “*deep & sharpened*”

The Marketing Model: **(The 5C Model)**

- **C**ulture (at all *Levels*)
- **C**ommunication (with a *Clarity*)
- **C**reating (with a *Purpose*)
- **C**onsolidation (of different *Goals*)
- **C**ustomers (Satisfaction)

The Culture: (At 2 Levels)

- *Visible*: Your behaviour & attitude are visible to the customers & others who deal with your organization.
- *Invisible*: Some of the things you do are not directly visible to the customers or others, e.g. your care for customers

Salient Features of Culture:

- It operates at every level within an organization
- It creates a cause for friction when two cultures come into contact.
- It is an ingredient to help deliver value to the customers
- It must be aligned to the strategy and managed when change is required.
- It influences the behaviour & strategy formulation.
- It reinforces behaviour which should be appropriate to the “Needs” of the product & service delivery

Gains from Culture:

- If a customer complains about a defective product → it should be immediately replaced → without any arguments.

(This customer will give repeat orders)

- If a customer complains about non-receipt of some important information that needs approval by a very Sr. Executive → Then, make it very clear to them → instead of prolonging arguments or hide some facts.

(This gives a lot of confidence for future deals)

The Communication:

- Many people communicate many things to several target audience → check whether there is “**CLARITY**”.
(*The Message → Your instructions should be clear point-by-point – not more than 4-5 point*).
- Many people communicate more or less with *clarity* → but that does not seem to have an impact on either employees or customers.
(*The Message → You should refine or even try to redefine some of the “terms” in your statements*)

Some Elements of Communication:

- Thought Process of Communication
- Contents of Communication
- Style of Communication

Results of Good Communication:

- Visibility of the products increases,
- Confusion (if any) on the products is reduced,
- Company's image becomes better
- Sales go on increasing,

The Creativity:

- When we do Business Management, we come across many problems → To solve these problems, we need creative solutions.
- There is a “specific way”, we could solve our problems through our creative insights.
- It does not matter – whether we are conscious or not – about the “way” we solve our problems

Consolidation of Goals:

- Famous dictum: All is well that ends well
- After we have achieved certain amount of excellence, we find that we are not able to keep our gains intact – that is not consolidation.
- There is no point in achieving “excellence”, and then not maintain it
- As the “goals” are translated into some gains → i.e. Market Share, Sales Volume, Profit Margin, etc. – why not consolidate our gains.....
- Assume an important role in our day-to-day business activity – i.e. “Consolidation Activity”

Customer Satisfaction:

- After we achieved excellence in all the previous 4 C's → Have we really achieved excellence? The Answer → The Answer is: No.
- Unit of Value in today's market is "Customer Satisfaction".
- All the efforts made to satisfy customers have to be seriously reviewed & refined – so that the customers can be continuously satisfied → increasing the "Customer Equity"
- Appoint "Customer Engineer" & give a strong "Customer Orientation".

The Conclusions →

Adopting 5C Model of Business Management, if rigorously followed, will give “Good Returns”

When the company achieves excellence with a very high level of “Customer Satisfaction”
→ it is possible to go beyond the reach of “competition”

THANK YOU
for
Your Comprehension