

CASE STUDY OF PRODUCT PROMOTERS

Started in: 1982, working capital 50\$, 80 sqft. residence, South Delhi.

Unique Business Plan: started with trading of one product, subscriber trunk dialing misuse control device (STD/ISD was very expensive in India then). First time in India we launched such foolproof gadget. I made calls to offices, factories, shops, residences in Delhi. Later, direct mailers were sent by post (no courier services then). I released press advertisements in dailies, magazines across India for dealers. Soon we started selling good quantity. The supplier, seeing our profits, started dictating terms. We developed another vendor. They were greedy, did not understand how a marketer works. I faced more trouble from suppliers than from buyers. Here it is very difficult to explain. I did not want to enter manufacturing. I concentrated on trading of latest, innovative & utility products, imported or made 1982, working capital 50\$, 80 sqft. residence, South

in India. If I did not like quality, price or features I developed and motivated my own vendor.

The mistakes I made were: I did not make my own single, popular brand because I had no funds. Banks did not give me loan as I could not offer collateral security.

Other products I added were: calculators; auto memory dialer & push button phones(new for India then); cordless bell and electric supply on/off switch; electric door latch opener with intercom; electric and electronic innovative appliances; gadgets; gizmos; electric mosquito/cockroach and rat repellents /trappers; cordless video signal transmitter; LPG cylinder weight/pressure measuring device, leak alarm ; efficiency booster. First time in India I developed a DIY dual fuel LPG conversion kit for petrol cars in India. However, I could not reap the benefits of this invention because I did not have a car or knew driving apart from having no knowledge about automobiles. The quality was big problem. All we did was, make - shift arrangement.

Other products we added were: burglar alarms, security guard's PVC cabins, door viewers, phone bugs, car ignition security device, LPG candles, electric shock protectors, massage pillows, cigarette smoke absorber, electronic ionizers, electric tandoor, instant water boiler, touch button intercoms (hard push button switches making sound were used), fire protection blankets, pepper sprays, mini fire extinguishers, bullet resistant fabric, aroma items, novelties. Anything new came in market, came to us. I visited all trade fairs/ imported goods market, read 20 newspapers from across India, several magazines to learn about new products or information about trading prospects. Some products did well, others not. I had no acumen to control finance or expenditure. All I earned was spent on direct mailing or advertisements. We traded in as many as 350 products.

We participated in several fairs, were praised by all about our innovative products, got maximum visitors. All payments were in advance to us therefore we did not have bad debts expect a few cases. I appointed sales staff but they did not work for long. After few years I shifted to my own small office. Due to continuous shortage of funds, wrong selection of few products, bad quality by suppliers, I faced big problem.

I bought an apartment in South Delhi and all my savings or daily profits were spent there. After 18 years of exciting innovations and thrill I had to close my business and switch over to job.