

UNDERSTAND SELF, COMPETITORS & CUSTOMERS

While the ideas can come to any individual, the successful initiative is always management supported and teamwork involving cross-functional people. Let me take the liberty to call one initiative as disruption – how do we design a tile.

To me, tile not being an end product, cannot be designed in isolation. Tiled surfaces are part of an overall ambience and we

adopted the new philosophy where the design meant suitability to the usage, environment, aesthetics and compatibility with interior themes.

We created a development team which had equal representation from market research, graphic designing, ceramic engineering and interior designing. Next piece was to ensure thematic display in showrooms and training the sales team for explaining the features, advantages and benefits of the new tiling concept.

On the product front, we launched antimicrobial, large slabs for wall and floor application which are making inroads in the market and health conscious Indian homes now.

However, my favourite initiative was to launch 20+ Experience centres across the country for end-customers and specifiers. Today market is glutted with 1000s of similar looking tiles made in 100s of big or small factories and it becomes challenging for customers to choose the most suitable product for his or her space.

These experience centres have a thematic display and equipped with trained staff who can guide the guests at House of Johnson to select from the most suitable product for the given usage environment.

“Knowing the present target customers is not the only important input for successful marketing. Knowing self, competitors and future customer aspirations are equally important to remain relevant. Technology can come from anywhere in the Globe, to make an impact, the marketer has to explore the minds and hearts of local target customers. Success to me is a process, not the destination and joy lies in the process, not in the result.”

IMPACT OF GLOBALIZATION

Globalization is not just limited to relaxed import restrictions. Its major impact is that geographical and physical capital have given way to knowledge acquisition, processing and application.

Indian ceramic Industry has really done well by adopting newer and economic technology and standards. While at a point it seemed that China will intrude real deep in the Indian market, the Industry acquired the global expertise quite fast.

H&R Johnson India apart from keeping the cost in check, took advantage of its strong in-house R&D leadership and developed innovative products such as Stain-Free and Germ-Free tiles, slimmer and stronger tiles and our recent launch – Endura cool-roof tiles SRI tiles. On the service front, we added a team dedicated to specifiers segment. Offering these innovative products at small or no premium is part of our strategy.



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