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Special Issue for ACETECH (Mumbai)



Long term
GROWTH STRATEGIES
for a depressing Ceramic Market

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“Come home to delight”

Festivals in India are a homecoming for millions of Indians. Students, jobbers, workers and many entrepreneurs travel home for this single festival of Diwali. It's a sheer delight for all families across India and Diwali get together are planned well before the D-Day (Diwali day and not the other one).

As companies and businesses, the festive season seems to be that of lot of work. Lots of expectations of demand increase and time to tap the market put pressure on every individual in business or working on a job to perform and make the most of this season. There is absolutely nothing wrong about it, in fact it is good to make hay while sun shines.

But there is another side to it. The emotional side where all and sundry become softer at heart. While there is pressure, there is happiness of impending holiday and family meetings.

As Entrepreneurs and businessmen, this is not just a marketing opportunity, but an opportunity to establish a strong bond with employees and suppliers. Many companies have excellently planned gifting ideas. Many other give out bonuses, which is an age old tradition. Sweets and Dry fruits are distributed generously.

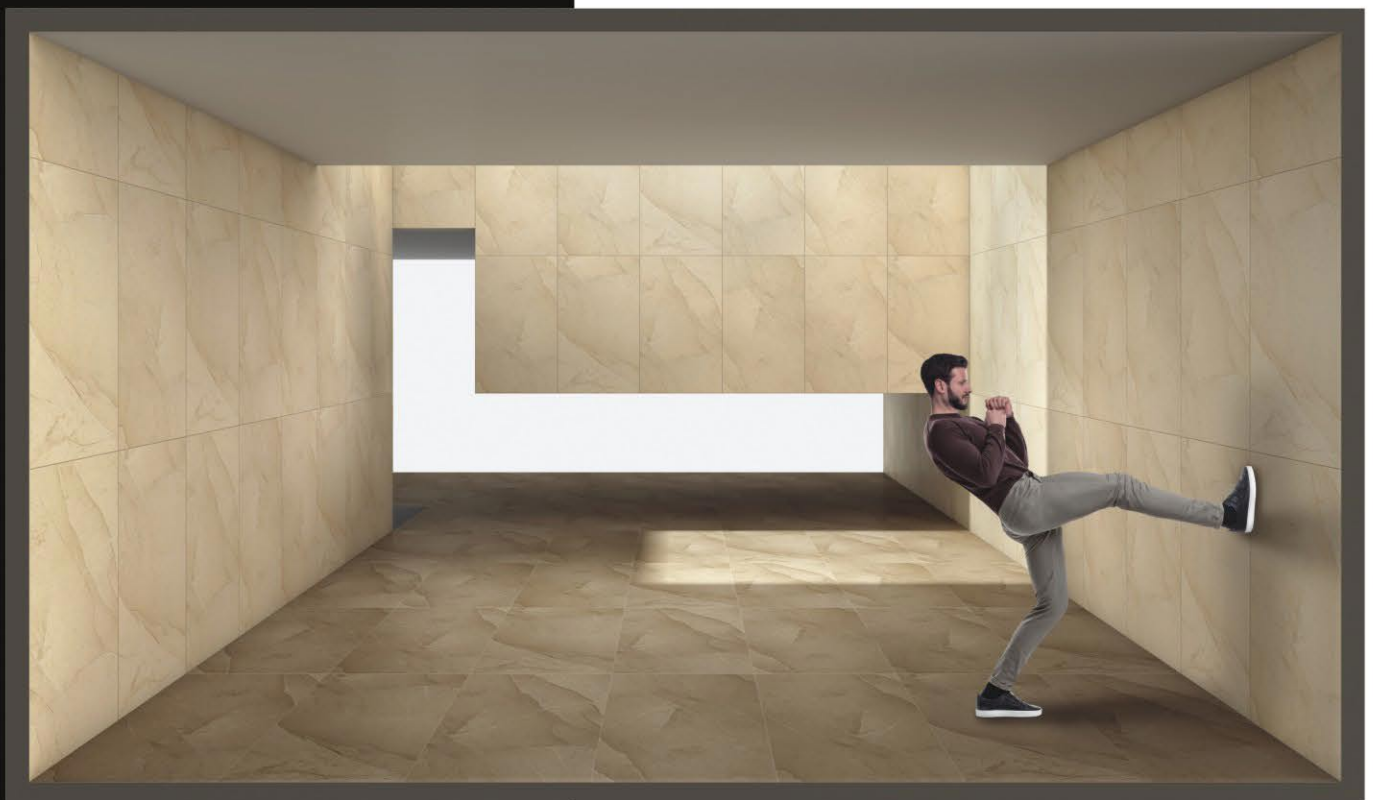
As we have mechanized most of these activities, we at Build Avenue believe the entrepreneurs should go one step ahead in wishing key people at all levels personally. Also encourage managers and leaders to do the same. Talking to family members of employees and suppliers is a fine method to build a bond and also explain the company vision to family members who may not be totally aware of products, brands and growth prospect of their loved one.

“Coming Home to delight” is great for all, as entrepreneurs; let's make this a little more cheerful by personal touch.

Upendra Nagar



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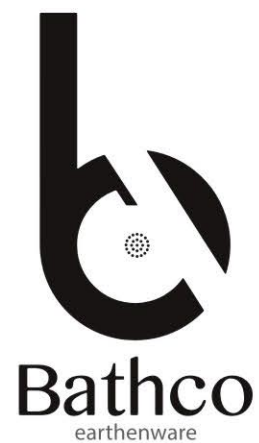
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Long term GROWTH STRATEGIES

for a depressing Ceramic Market



“The demand is low, Markets are into a downward spiral, money flow is blocked.” – A Next door businessman

Statements like these have been doing rounds in all business sectors, leave alone ceramics. This is more of a domino effect of global slowdown, catalyzed by fear factor of the future.

“People are resisting to buy...” another common myth doing the rounds.

continued from page - 11

The old business model where a customer walked in and the retail salesman did not care to serve to his requests have all but died down. Local and hyper local monopolies have changed to national and international brand loyalties'.

While street side shops are facing challenges, malls and discount mega stores are killing it with huge turnovers backed by highly attractive offers. The customers are moving away from rude and monopoly driven sales experiences

to more validated and systematic customer friendly buying experiences.

And when we put online into the mix, the game changes even further. Online and ecommerce sales are thriving even in challenging environment. The recent Diwali Sales by online businesses have thrown up statistics that totally contradict the belief of people being reluctant to spend. It shows that the new buyer is more bent on quality, low rates

and good discounts and convenience of buying. It also shows that they are ready to work for total buying experience and not only the product.

This also shows that the local stores who made huge profits through lack of information are losing the game to more transparent form of pricing in malls and online stores.

It is simply unbelievable to observe that once stable businesses could not visualize the impending change and adapt to it.

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Do we need a change in MINDSET?

Whether you are a ceramic manufacturer, retailer or a distributor, you need to frankly ask yourselves a few painful questions and answer them honestly to yourself.

Q1. Have you adopted to change and challenged status quo?

Q2. Have you invested in long term relations with your buyers and gained there trust?

Q3. Are you transparent in your dealing or there are hidden terms?

Q4. Are you on a constant learning program in your sector?

If you have got more yes than no, chances are you are doing pretty well even in depression. You are ready to change, and are looking for new methodologies and models. Your next course of action would be to study the new age business models and find the one that suits your ceramic business style.

If you have got all yes, congrats you do not need to even read further, you are well settled and growing steadily. Your Sanitaryware/tiles are selling well, you just need to be more prudent and alert on not dealing with a wrong buyer.

However, if you have more NOs, read the 'A different Perspective section' three times. It will help you realize the need to change your mind set.

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Some Observations

In such challenging times too, there are a few players that are old but still surviving.

There are a few brands who are actually doing very well and growing. This is a classic example of what they did right and how they maintained business policies that let them survive in this perceived slowdown.

If you closely observe the solution that we are about to represent exist in such business brands. They have many of our mentioned solutions already put into practice. They are open minded and adopt changes fast.

The ceramic sector as a whole is not dying anytime soon. The demand is growing and will keep on growing. The question is do we have it in us to take advantage of this growth?

Elements of the new mindset

There can be many, but based on our study of ceramic sector, we would compile down those that we feel are most relevant.

This list is not a get rich quick scheme. It is not based on a short term vision. It is to build a business that lasts.

The vision is for building a long term sustainable and growing business.

1. Go Online, GO Online, Go Online. The next breed of buyers will not even consider you a buyer if you do not have adequate presence online. Your recommendations, reviews and ceramic products details all need to be online to help the buyer and the end user know you.

2. Be more of a facilitator than a seller. Seller think of transaction and bye bye, a facilitator thinks to solve problems and make a relation that lasts long.

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B2B Publication for Indian Building Material Trade

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3. Remember, there is over supply, not being transparent is like pressing the accelerator and brake together, you will make sales efforts, only to be undone by a more transparent and trustworthy brand.

4. Showcase products to small and big buyers with the same zeal. The age of focused market is dying fast due to oversupply. You need to go wide.

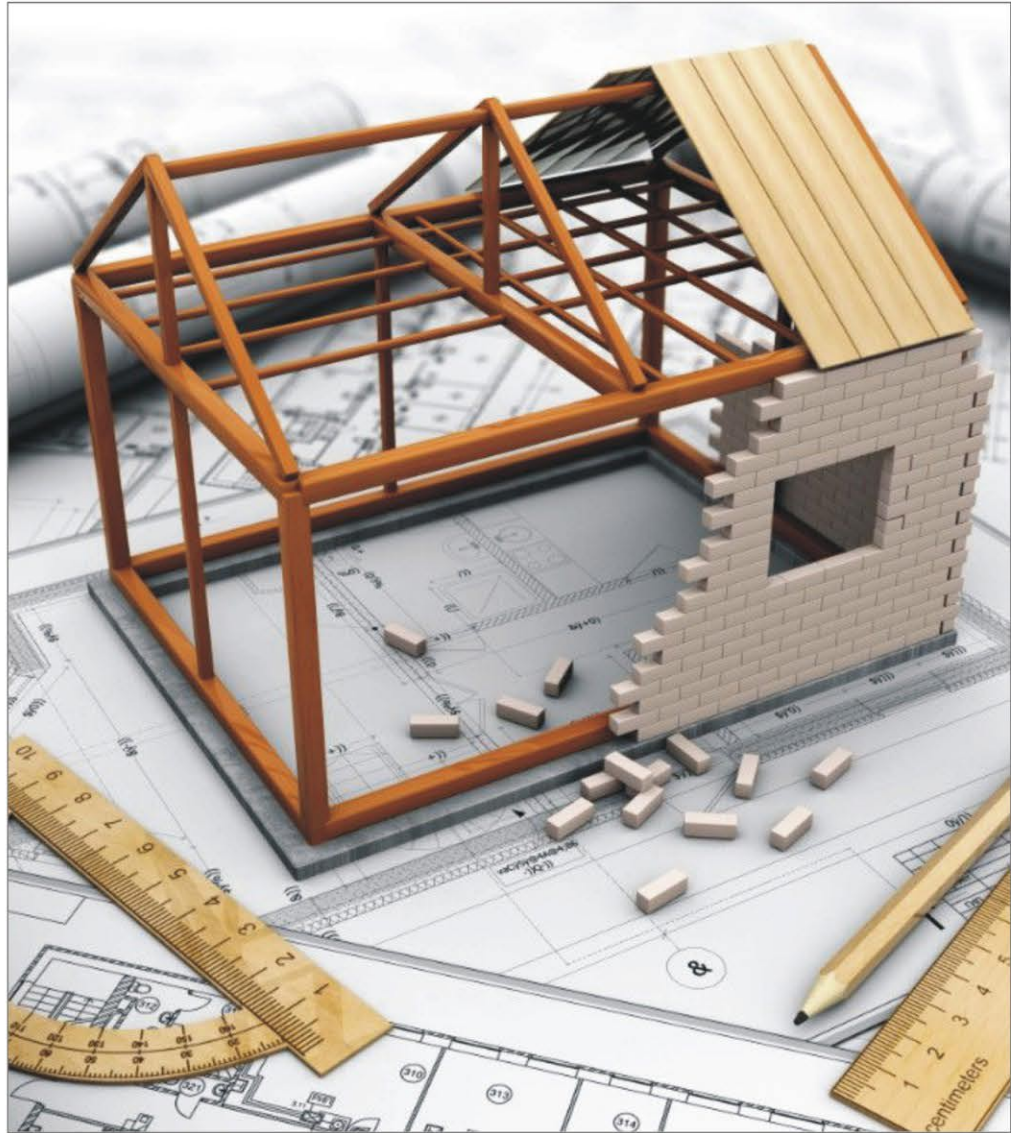
5. Work more to build brand value and trust rather than just going with the flow. This is for all stakeholders in your business ecosystem. Employees, retail channels and customers all need to have your total trust to move forward.

6. Study success stories in your sector, they help you change for the better performance.

7. Building construction industry may be slow, renovation is not, it is perennial and you can always make good business out of it.

While there can be many more such elements that need to be looked upon, the major ones that can help you totally change and make it big are enlisted.

Have patience, changing attitude, mindset and finally the behavior all take time.



We remember, when we started to print Build Avenue, there were challenges, but we kept on striving with improvement of the product while building sustainable and trustworthy relations.

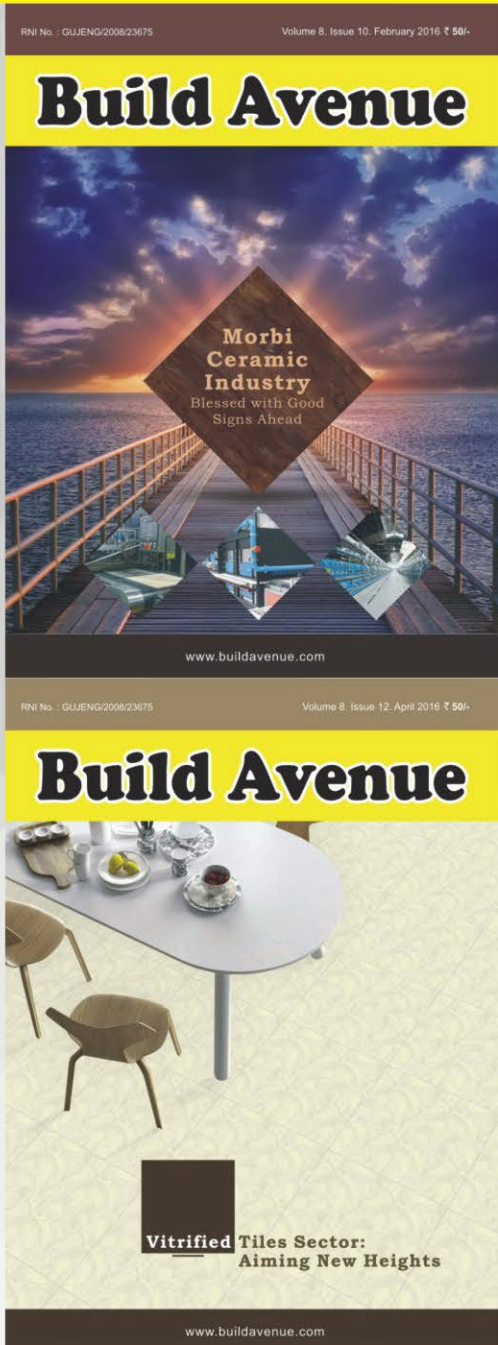
We believe the same has to be done with your products. The above is not only for brand owner and manufacturers. It is equally useful for small retailers and state wide distributors.

We know that most of the readers of this issue may understand a lot of this but may still be reluctant to change. This may lead to their companies being taken over or closed down.

There are always cycles for growth in demand and slowdown, however, there are well managed businesses that thrive in both.

The question is: What kind of a business you are? ■

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Reader's Review



Excellent compilations for the ceramic industry. Keep up the good work.

Mr. Abhay Chopra
Chandigarh

I am a sales manager. I am into projects and have read your Exclusive articles for market development. I see a lot of good ideas. Can you expand on the topics as they do not give complete concepts?

S. Putty
Chennai

The events section needs to give more detailed information. It is better to also give some space on explanation of events and their importance to industry.

A. Dutta
WB

Such a good magazine coming out from Gujarat is a matter of pride. It will be great if you can include some local level openings in different cities of Gujarat. Please also focus some what on the Himmatnagar Belt of Ceramics.

R. Shah
Palanpur

In your issue, you have ceramic goods only. Can there be accessories as well that support these industries. Like taps Showers etc.

G. Samar
Bihar

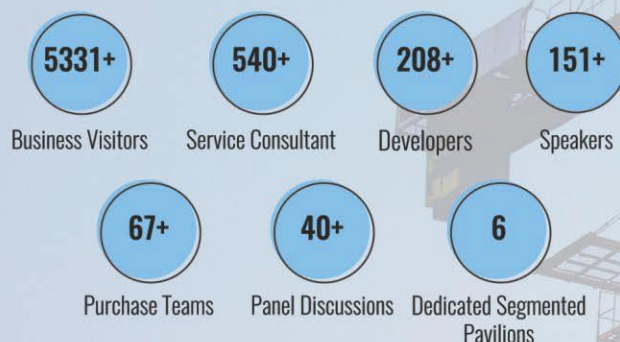
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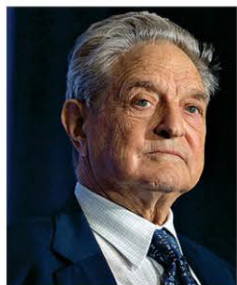


Alisher Usmanov

Investor

Country: Russia

- First of all I trust my own instinct, experience that I gained over years and feeling when the moment is right for buying shares. That is what one calls intuition.



George Soros

Soros Fund Management

Country: America

- I'm only rich because I know when I'm wrong...I basically have survived by recognizing my mistakes.



David Tepper

Appaloosa Management

Country: Pittsburgh

- This company looks cheap, that company looks cheap, but the overall economy could completely screw it up. The key is to wait. Sometimes the hardest thing to do is to do nothing.



David Rubenstein

The Carlyle Group

Country: America

- Persist – don't take no for an answer. If you're happy to sit at your desk and not take any risk, you'll be sitting at your desk for the next 20 years.

Upcoming Trade Shows



UZBUILD

Date: 25 Feb 2020 - 28 Feb 2020

Venue: Tashkent (Uzbekistan)



BUILDEXPO AFRICA

Date: 24 Feb 2020 - 26 Feb 2020

Venue: Addis Ababa (Ethiopia)



STONE & SURFACE

Date: 11 Feb 2020 - 13 Feb 2020

Venue: Riyadh (Saudi Arabia)



CEVISAMA

Date: 03 Feb 2020 - 07 Feb 2020

Venue: Valencia (Spain)



UNICERA

Date: 04 Feb 2020 - 08 Feb 2020

Venue: Istanbul (Turkey)



ACETECH Delhi

Date: 05 Dec 2019 - 07 Dec 2019

Venue: Delhi (India)



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Venue: Moscow (Russia)



Interbuild Expo

Date: 17 March 2020 - 30 March 2020

Venue: Kiev (Ukraine)



INDIAN CERAMICS

Date: 3 Mar 2020 - 5 Mar 2020

Venue: Gandhinagar (India)



THE INTERNATIONAL SURFACE EVENT

Date: 27 Jan 2020 - 30 Jan 2020

Venue: Las Vegas, NV (USA)



ACETECH Hyderabad

Date: 24 Jan 2020 - 26 Jan 2020

Venue: Hyderabad (India)



Keramika 2020

Date: 19 March 2020 - 22 March 2020

Venue: Jakarta (Indonesia)

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ASEAN Ceramics 2019 staged a successful event in Thailand to deliver an increased number of visitors and expand its international representation with the clear message from participants that professionalism, quality and content were the key factors for its success this year.



Audited results indicate that the exhibition attracted a 12% increase in visitors for this its 4th edition held from 28-30 August 2019 for the first time in IMPACT Forum, Bangkok. Most importantly, ASEAN Ceramics reinforced its established position as the regional platform for Asia by increasing its international visitor attendance by 9% also.



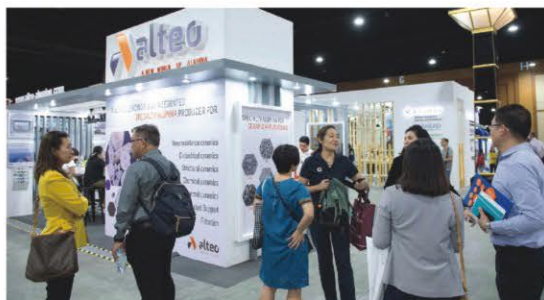
International attendance was highlighted by Juan Carlos Marin, Senior Manager of Sales & Applied Technology at Ferro Thailand who explained, "ASEAN Ceramics is giving us the opportunity to show our products and not only for our domestic customers, we also have customers visiting us from Bangladesh, from Sri Lanka, from India, from Vietnam; so this exhibition gives us the chance to meet all of these customers in one location."

Overall 48 countries were represented at ASEAN Ceramics 2019, these were led by China, Vietnam, India, Malaysia, Indonesia, Japan, Bangladesh, Taiwan, Singapore, Philippines and Korea. Based on the feedback the quality of the visitors was also impressive this year and this was largely credited to the strong support of the Ceramic Industry Club of Thailand under the Federation of Thai Industries. This included the membership of all the major tile, sanitaryware and tableware manufacturers in Thailand, plus from ASEAN through its regional network of CICA representing Malaysia, Vietnam Indonesia and the Philippines.



Mr. Dinh Quang Huy, Chairman of VIBCA who led the largest delegation to the exhibition from Vietnam described the event as the “platform to connect local and international enterprises, contributing actively to socio-economic development and the advancement of the ceramics industry.”

This was further emphasised by **Beni Sutrisno, Sales Manager of Alteo Indonesia** who said that “ASEAN Ceramics has become more and more important as a regional fair as it gives us exposure to the regional markets and customers.”



Headline Sponsors of the event this year included Ferro, Siam Technical, SCG, Petromat, Alteo and Imerys and the exhibition was supported at government level by the Ministry of Industry, Ministry of Science & Technology and TCEB, under the Office of the Prime Minister. From industry there were an additional 20 supporting organisations, plus official media support from Asian Ceramics and 8 additional supporting industry publications. In total there were 214 exhibiting companies represented at ASEAN Ceramics 2019 from 28 countries, pavilions included Germany, China, Italy, India, the UK, Thailand and Bangladesh.

“ASEAN Ceramics is the leading exhibition in Asia, it is a perfect platform for us to meet our key customers and to be able to present our innovations and to be able to discuss market trends and opportunities” concluded Nitin Jain, Sales & Technical Director of Imerys Ceramics.



Co-located with the exhibition was the 5th International Conference on Traditional and Advanced Ceramics, or ICTA, and the 8th Asia-Oceania Ceramic Federation Conference where key note speakers presented from Japan, Turkey, South Korea, Taiwan, Australia and Thailand. The conferences were organized by the Thai Ceramic Society, Chulalongkorn University and the National Metal and Materials Technology Centre.

ASEAN Ceramics is organized by Asian Exhibition Services Ltd. with the next event in the series to be staged in Hanoi as the 2nd edition of VIETNAM Ceramics in the International Centre for Exhibitions (ICE) from 26-27 August 2020, find out more at www.VietnamCeramicsExpo.com or contact ceramic@aesexhibitions.com

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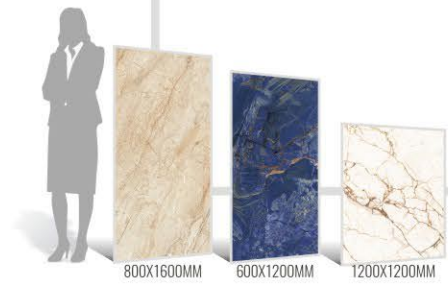
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High Definition
DIGITAL
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450mm**

**300x
300mm**

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