



# TYING THE KNOTS OF GLOBAL SUCCESS

# Business Opportunity Identification and Selection

- *Niche Product* as breaking into a new market
- Garment – a hot growth area
- Gap – Premium Ties
- Market feedback - “*We returned wiser, if not any richer*”

# Marketing Mix

Product: Premium Ties

Price: 490 to 1500

Place: International (Germany) and National

Promotion: Satya Paul label-for credibility

# Financing

- Bootstrapping (Own 2 lakhs+5 lakh from ex-employer )
- Export Financing from Syndicate Bank (15 crore)
- Background (MBA) in Finance

# SUCCESS FACTORS FOR TKGS

- Calculated Moderate Risk
- Identified the Gap
- Breaking out of the mould

**NIRMA**

# Business Opportunity Identification and Selection

- Identifying Gap – a reasonably priced Quality detergent
- Experience in Chemical Field/Industry
- Least Risk- Planned Progression
- Backward Integration

# Marketing Mix

## **PRODUCT:**

Vision- Nirma a synonym for Quality

Low Priced Detergent of Reasonably good quality

Popular Segment Product

## **PRICE:**

It is USP of Nirma.

Providing 'Value for Money' Offerings



# Marketing Mix

## **PROMOTION:**

Pragmatic Concept of Umbrella Branding

Consistent (Jingle) Advertisement

Ad only after full distribution

## **DISTRIBUTION:**

Keeping the Cost Low

Expanded in small progressions

Stockist-based distribution Network

Distribution through NIMA

# Financing

- A Modest Beginning
- Started first as Proprietorship Business; then Private Limited and progressed to Public Limited Company
- Very high response to IPO due to Investor Confidence especially in Gujarat

# SUCCESS FACTORS FOR NIRMA

- Good Quality Product at most competitive price
- Umbrella branding
- USP – Price
- Consistent Advertising
- Nima Distribution Channel
- Vision of the Founder

*Any Questions?*