



RMA Bulletin



Rajkot Management Association
(Affiliated to All India Management Association)

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Applied Knowledge is Power

March, 2012

From the President's Desk:



Dear Friends,

February is always a special month for Management people in India. All India Management Association(AIMA) with all affiliates celebrates Foundation Day . RMA celebrated Management week with AIMA event live webcast, students quiz contest and Narayan Murthy video lecture. I sincerely thank Shri Hasubhai Dave and Mr Majethia of KSPC for their whole hearted support in the event. Efforts of Our beloved Chairman Shri Deepak Suchde and RMA young executive Manish Dave made our events very successful.

In last 6 to 8 months, nothing moved in this vast country due to corruption issues. We need political parties to forge a consensus to enable things to move:

It's a very sad scenario for a country boasting to be super power in 2020. We are just 2904 days away from this deadline! How this will happen is a big question amongst leaders of trade and industry. There is nothing moving in the government. The opposition parties do not rise above partisan issues and enable policies to move ahead.

Top brass of UPA government can boast of being Best governing brains in the world , but largely paralyzed decision making processes and frequent elections makes things laggard for most of the time! Few of the bills like GST and DTC can change entire system of public exchequer and funding for needy! Gujarat example of quadrupling state revenue by VAT regime is real example of tax payers' will to be honest tax payer.If GST is implemented , Black money generation would be blocked from the source due to effective monitoring through info. Technology. leaders from all walks of life must provoke Government to action , before it is too late in this fast changing era.

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Learning Lessons from Life

Personnel Tips for every professionals and personal life of Students, Employees seeking mid career changes, young Corporate Executives, Businessmen, Housewives, Retired officers and Professionals like Doctors, Lawyers, Politicians etc., learned from my real lessons from the past, taking stock of the present and moving forward confidentially and carving out a strong future.

Tip 16.: BE PROFESSIONAL , NOT EMOTIONAL :

90 % of employees leave or lose Jobs for Emotional Reasons, Not 'Professional'. Result : employees and family members suffer. In any Job, an Employee must Never ever Misbehave with Boss, Quarrel with colleagues, Get Emotional, Raise voice, "Declare Independence". Listen to Boss, Do your job well, absorb the work quickly, learn to work with colleagues ! That person will never be unemployed.

Tip 17 : INACTION ABSOLUTELY UNDESIRABLE QUALITY :

'I am not afraid of action, but 'in action' quoted Sir Winston Churchill. This is true even today! Time for action now creative entrepreneurs, competing employees, smart professionals and Innovative consultants Shun In-action, convert your path breaking ideas into results. Than sales will automatically zoom, new customers unearth, income soars, jobs generated above all Recession defeated surge ahead and never look back.

Tip 18 : RESPOND NOT REACT :

In the present knowledge economy, there will be several unfavorable developments in organizations as a result of sudden market upheavals. But Managers should not react to such unexpected situations and chaos in workplace. They should always respond. Reactions are always instinctive, whereas Responses are always intellectual. Most of today's "problems" are becoming minor issues tomorrow.

Tip 19 : PERSEVERANCE OVERCOMES MANY THINGS, EVEN NATURE :

In a fight between Wave and Rock, Wave always wins. Not by strength, but through persistence. Similarly, let us solve all professional / personal problems thru "persistence".

(Contd. on Pg 4)

Take calculated risks. That is quite different from being rash. - George S. Patton

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Customer Relationship Management V/s Newton's Laws of Motion

One would think that Customer Relationship is an art and Newton's Laws is science, what is correlation between them? Interestingly, a very strong inter-relationship!

Read on !!

A customer is someone who purchases products or services to satisfy his/her need or wants. A supplier is someone who satisfies the needs of the customer by providing the product or services.

It is known that customers' expectation changes with time which is a normal universal phenomenon. Need or wants keep on changing and customers tries to switch over as soon as he gets another better product or service provider.

Innovation and upgradation in quality or features in the product helps customers to have different options to satisfy their need.

Approach No. 1

Any company with even an excellent product/ service in the market has to lure the customer to visit them to make them aware about the product or manufacturing facility or the service they provide.

Therefore, supplier has to use different ways and means, e.g. print or electronic media, marketing and sales activities, schemes for attraction, conferences, exhibitions etc to attract the customer. If any of the above means or others is not applied, then forget that customer will come to you automatically because many times having a very good product/ facility also does not attract customer.

Newton's FIRST law of motion says - Every object in a state of uniform state tends to remain in that state of motion unless an external force is applied to it.

- If one considers customer as an object (supplier's objective) then supplier has to apply an external force to bring the customer in motion (to purchase the product).

- Kind of forces to bring the customer in motion towards your product are capability and capacity.

So, the marketing man has to approach the customer professionally with above information (tools to apply force) and to bring the customer on the track where the friction is minimum to reduce motion (intention to buy).

Approach No. 2

Sometimes customers visit the supplier's place but do not find the product or services as perceived by them.

Therefore, to satisfy their need, supplier have to apply some techniques (capacity and capability - consider them as Mass) and provide the product an accelerated speed (acceleration) to gain/ retain the customer and build better and long business relationship.

Newton's SECOND law of Motion says: Applied Force (f)= Mass x Acceleration(MxA), means, the relationship between an object's mass M, its acceleration A, then the applied force $F = MA$.

Thus, Customer is standing or waiting somewhere (Mass) and Acceleration (A) is required to push or bring to

Supplier's door is needed so the supplier should apply enough force (F) to attract, retain the customer and maintain better relationship.

- Acceleration and force are vectors (as indicated by their symbols being displayed); in this law, the direction of the force vector is the same as the direction of the acceleration vector.

- Here the applied force (F) = Mass (means QMS +capability +capacity) x Acceleration (fast development, innovation, right quality, right price and right time).

- Bigger the customer, it requires more force (MxA) to shake and bring into motion (if the acceleration is unchanged then mass needs to be bigger) and if you want to accelerate the big mass, you can understand what force is needed.

Small supplier cannot exert big force so he should look for small mass (customer) where he can provide little bit more acceleration with little extra force.

Approach No. 3

Maintaining the quality, price and delivery will attract and retain the customer (action, positive approach) and failing in these actions will distract the customer (with equal and opposite negative approach/ reaction)

Newton's THIRD law of motion says - For every action, there is equal and opposite reaction.

Positive action will attract positive reaction from customer and negative action will attract negative reaction from customer. So in order to attract the customer, first of all we have to build the relation (first law) and then apply the force to keep the business ongoing (second law) and every action should be positive enough to improve and maintain relationship (third law). Is it now evident to you how these 3 scientific laws are relevant in business?

Customer relationship management (CRM) consists of the processes a company uses to track and organize its contacts with its current and prospective customers. Information about customers and customer interactions is maintained, stored and accessed by employees in different company departments. Typical CRM goals are formulated to improve services provided to customers and use customer contact information for marketing.

Therefore, Operation managers (finance, marketing, production and technology) should work according to the personal need of the buyer as well as the need of the overall customer (Organization).

Apply these 3 laws in your business and harvest best fruits!

* Jayant Jamuar is Technical Director at Kadvani Forge Limited & associated with ASM International (Formerly known as American society for materials) as Vice chairman India council, forging committee of Rajkot Engineering association, Life member of Rajkot management association.

Management Week Celebration



✍ Hon. Secretary Mr. Parag Jobanputra addressing the crowd on Management Week Celebration at KSPC Hall ,Rajkot in presence of Shri Hasmukhbhia Adhvaryu [HR Forum] and Shri Manharbhai Majithia[KSPC] also seen Mr. D. V. Suchdey, Chairman RMA and Shri C. A. Kothari, President RMA.

✍ Management Week Celebration concluded with Video Show of Nrayan Murthey Talk attended by Large Crowd at KSPC Hall, Rajkot.



✍ Shri C. A. Kothari, President RMA doing Prize Distribution to Winning Team of Management Quiz Programme as part of Management Week Celebration.

Learning Lessons from Life (Contd. from Pg 1)

Not by Restlessness, Self pity, Depression, Comparison, just be composed. Do not give up. Don't research a problem, persevere here and resolve it !

Tip 20 : LISTENING AND SPEAKING TO MIGHTY TOOLS :

“Quick to Listen” and “Slow to Speak” are the two most desirable traits for any person. Almost 50% of problems are solved with them. Most people are happy doing the other way round. People who are quick to speak and slow to Listen have divided families, destroyed friendships, decimated organization and an devastated nations - a great lessons to watch out.

Tip 21 : ACCEPTANCE:

A beautiful quote ' Never grieve over a loss'. What you lose

always comes back to you in some other form. This is the law of Nature. Not easy to practice. Yes but absorb it. Whatever may be the situation or circumstances, accept it. When one looks at all types of losses, with this changed approach, that person can quickly get over the past mishaps and enter into a new creative activity. Life will be different and above all you contribute phenomenally to the society which is the purpose of life

Deepak V. Suchde
Proprietor, Team Consultants
Chairman, Rajkot Management Association
Managing Committee Member, Institution of Engineers (India)
Gujarat State Centre.



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Management Cartoon

*All preparations are ready
except the subject.
Can't think of one that
has not been discussed before!*

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