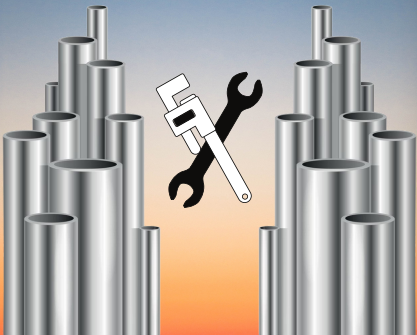


Plumbers

MARKET
SURVEY REPORT

Success Strategy





01. Medical Insurance:

A separate medical insurance scheme for the plumbers and their family members can be initiated.



02. Medical Checkup:

Every three months, a complete medical checkup for both the plumbers and their family members should be organized.



03. Training Program:

A specific session for the plumbers to practice and discover the technical training sessions should be conducted.



04. Plumber Management:

A dedicated team should supervise the management of plumbers within the company and ensure consistent follow-up on their assignments.



05. Family Meet :

A family session for plumbers can be hosted to promote an understanding of their work challenges and environment.



06. Special Offers :

The plumber should receive offers or discount coupons from other brands on festive occasions which they can use to benefit themselves and their families.



07. Business development program:

There should be organized special business development sessions for plumbers seeking guidance to elevate and grow their businesses.



08. Product Solution:

A unique training program that should educate plumbers about the ideal product solutions in the market to improve their work practices.



09. Customer Interaction :

A training program for plumbers aimed at strengthening professional customer interaction should be organized.



10. Trade Activation:

There should be rewards such as two-wheelers or tours when plumbers achieve their sales targets.



11. Insurance Policy:

Providing the plumbers with accident, health, and family insurance coverage should be essential.



12. Guidance Program:

An instructional program on securing large business orders and plumbing contracts should be arranged.



13. Discounts:

There should be offers for plumbers a consistent discount on products to enhance customer loyalty.



14. Award Session:

After gathering plumbers' case studies and success stories, there should be an award ceremony to honor them onstage.



15. Safety and Control:

A tailored training program to instruct plumbers on safety regulations and accident prevention techniques.



16. Discount policy:

A special sale on festive days should be organized for plumbers, offering them exclusive discounts on all items for three days.



17. Product Booklet:

Plumbers should be provided with a comprehensive booklet containing a list of all available products along with their respective brands.



18. Consultancy:

A consultancy service for plumbers where they can call to get assistance and resolve any doubts about the plumbing should be planned.



19. Registration:

A standardized registration form should be kept for plumbers, detailing all the information of the individuals to ensure proper coordination.



20. Job Fair:

A job fair aimed at individuals newly entering this field would be highly beneficial for the plumbers.



21. Online Portal:

A dedicated online platform offering a variety of products for purchase by plumbers is recommended.



22. YouTube:

A dedicated YouTube channel providing comprehensive plumbing solutions should be created and made accessible to everyone.



23. Operational Program:

A program offering guidance on acquiring and operating in higher-level operational roles should be provided to the plumbers.



24. Association for Plumbers:

A plumbers' association should be established to provide guidance and support for addressing and resolving issues within the profession.



25. Networking Session:

A networking event should be arranged for new plumbers to broaden their connections within the industry.



26. Price Card:

A standardized pricing structure should be upheld for pumps and other products offered.



27. Billing System:

A standard billing system should be maintained across all the stores in the city for the plumbers.



28. Customized Product:

If a specific product is unavailable in the market, the brand should take the initiative to develop and introduce a new product to meet the demand.



29. Luxury Bathroom Fitting:

A guidance program providing detailed instructions on the difficulties of working with luxury bathroom fittings and their functionalities.



30. Work Record:

There should be technically provided support for the plumbers to record photos and videos showcasing the completed plumbing projects.



31. Industrial Solution:

Specialized industrial plumbing solutions should be made available for plumbers.



32. B2B Connect:

A Business-to-Business connect meeting for the plumbers to gain insight on their ways to develop their business to the next level should be arranged.



33. B2C Connect:

A direct Business-to-Consumer meeting where consumers can connect directly with primary suppliers should be organized.



34. Customer Segregation:

The customers should be classified based on how they buy, separating wholesale from retail purchasers.



35. Financial Management System:

Exclusive guidance program for how to handle credit and financial management system.



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