

Analyzing Export opportunity of Indian Electrical Equipment industry in International Market

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Abstract— In General, every one can say that, electrical equipment used in power transmission and distribution will be purchased through tenders, which doesn't have require any more marketing. But it is image of pyramid. The business people or marketing companies are thinking the same, but under pyramid there are lot of business opportunities. Because the product specific about power transmission and distribution will be unique in design and meets the international specification with 3rd party certification, as well it should be price competitive in local market. Indian power sector identifies around 500 bn USD business opportunities are under pyramid of Electrical power sector.

Electrical power sector comprising Power Generation, Transmission and Distribution. The Equipment used in Generation, Transmission and Distribution is called Electrical Equipment or T&D Products. The basic engineering will be common for all around world, but product used for transmission and distribution of power will be different in each country. Because of climatic condition, operation flexibility, Maintenance convenience and cost.

This research article to bring out the export opportunity and problems in export process of Indian electrical equipment industry. It mainly support the mission plan of Indian Electrical Equipment Industry 2012-2022. The mission plan suggest the working group for export of electrical equipment by (1) Identify the target markets (2) Increase exports in emerging Markets (3) Estimates the transaction cost of exports (4) Identify the infrastructure constraints (5) Identify the technical barriers and (6) industry Initiatives. The Analyzing Unleashing Export opportunity in Indian Electrical Equipment industry will increase the export value from 25 bn USD to 100 bn USD through industry competitiveness, technology up gradation, engineering skills and transformation of embryonic demand.

I. IMPORTANCE OF ANALYSIS THE UNLEASHING OPPORTUNITY

Selling more number of products is the business growth. But when sales volume is increased, the organization money will float to the market and if the debit collection is poor, then company will end up financial crises. In order to get business growth without any problem in financing, then it is suggested for Sustainable growth. Hence it is concluded that the business growth is not only increase the sales without thinking the other factors of business.

Electrical Equipment are manufactured to meet the requirements of Electricity distribution companies around world. The specification of each type of electrical equipment will not similar to other electricity distribution companies. Hence the significance of analyzing the key factors for sustainable growth of this particular industry needs research. The business growth of electrical equipment industry will start from micro industries to small industries and then micro industries to medium industries by adopting sustainable growth strategies. This article analyzing the various factors, which will lead the business growth like initiation to analysis and accept the changes in the market, using digital marketing to get customer satisfaction, based on the electrical engineers suggestion, the manufacturer has to modify the product by innovative way. Electrical Equipment industry sustainable growth is depends on international marketing management. Without considering the key factors, it is difficult to achieve the sizable international market share. The actual demand of electrical equipment starts from engineers working in electricity distribution companies. Their Co-ordination and inter relationship can be very important for sustainable.

A. Is it essential to analysis the export opportunity of Indian electrical equipment industry

Each country wants to increase the export and reduce the imports to achieve the trade balance? In achieve the trade balance; it is obligatory to analysis export performance industry wise. In the export, there are lot of industry need to analyze. This research article is keen to analysis the export problems and opportunity, because the exports value will be 1.5% of total Indian exports,

whereas the import will be 3.2 % from other parts of world. It clearly shows that almost 100% higher than export value. Hence it is critical to study the Indian Electrical Equipment industry.

B. R&D is one of focal reason to find out the unleashing business opportunity

Any industry or organization has to spend the resources for research to achieve development. But the entrepreneurs of Indian Electrical Equipment are not even spend 1% of sales value to research purpose. The reason beyond is most of entrepreneur will be micro, small, medium enterprise (MSME). Due to price competitive, they are not in position to spend the resources for Research. But in other countries, they are spending 5% to 6% for research and development. Uninterrupted power supply is moto for all the electricity distribution companies around world. Every circumstances they will face different type of problems, if the manufacturer of electrical equipment industry will address the problems, which is pointed out by the electrical engineers working in electricity distribution network will make platform for product development.

All the T&D products are subjected to research and continuous development. The product quality and design will vary to different electricity distribution companies. Indian Electrical Equipment Manufacturer association also recommends its member to provide R&D facilities in their manufacturing plant. If the companies have its own research facilities at his premises, it will avoid the time and resources spend for outside laboratory. Electricity Distribution companies are visiting the factory and inspecting the shop floor quality control process for their product approval. Hence R&D facilities are one of important factor for sustainable growth.

C. Efficacious coordination between utilities and manufacturers will brought out Unleashing technical and commercial variables.

Instigation of business idea or product development or product modification will be gained from the efficacious coordination between utilities and manufacturers. In particular about electrical Equipment industry, it is very rare to get the coordination, because of the distance and communication, which is prevailing for last four decades. But today technologies are advanced, through digital marketing, the coordination between Electricity Distribution Engineers and Production and Design engineers from manufacturing companies are easily discussed the technical challenges to modify the existing Electrical Equipment and T& D product.

D. Eminence of Digital Marketing in Electrical Equipment Industry

Digital marketing is upcoming marketing platform in the technological world. Most of industry almost 90 % are doing their business through Digital marketing. Techniques from Digital marketing should suitably applied to Electrical Equipment industry. Digital Marketing is strengthening in supply chain management. Electrical equipment are manufactured one place and supplied to electricity distribution companies through various electrical contractors and traders around the world. And the key elements of supply chain management will be delivery terms, delivery mode, method of transport, quality criteria of product, payment terms etc.

Electrical products manufactured should free from customer complaints and get confidence of operation engineers in electricity distribution system. This article suggest the solution to handle customer complaints through digital marketing by suitable corrective and preventive actions. And point out the advantages and flexibility of digital marketing in electrical equipment industry.

Electrical Equipment industry sustainable growth is depends on international marketing management. Without digital marketing it is difficult to achieve the sizable international market share. The actual demand of electrical equipment starts from engineers working in electricity distribution companies. Their Co-ordination and inter relationship can be done through digital marketing tools.

E. Digital marketing will convey the unleashing opportunity in electrical Equipment industry

- *Identification of product:* - Which is required by electricity distribution engineers. The Electrical equipment industry products are wide range in requirements as voltage rating, Maximum current rating, Short circuit rating, IP rating and

international standard requirements etc. Hence the electrical engineers are fully depends on web based marketing to identify the required product.

- *Helps in operation marketing decisions:-* regarding product management, product positioning and market penetration and product promotional
- *Identify the market segmentation:-* Every country, every state has different climatic condition, the T&D Products used in electricity distribution will be differentiated based on power frequency and supply voltage difference and distribution. For example product used in Saudi Arabia will not use in India. Because the India power frequency is 50 Hz and Saudi Arabia's power frequency is 60 Hz.
- *Helps in reduction of marketing cost:-* In Traditional marketing, we need a show room or distributors to market the T&D Products which is required Store cost, Staff cost, service engineers cost. These costs are wiped out while using the web based marketing.
- *Tracking the customer's enquiry:-* Product's enquiry from customers can be tracked from the country wise or electricity board wise. Because each country have different electricity authorities, which they have different technical requirement of same product used in other electricity distribution system. Hence tracking the customers enquiry will more important, which is easily possible in web based marketing compared to traditionally marketing where lot of paper and files is need to track the customers enquiry.

But the most of Indian electrical equipment industry doesn't update their web site. Most of the website are available without any operation. Electrical equipment industry has to expand their business towards to overseas countries, as Government of India mission report 2020 suggested.

II. UNLEASHING CUSTOMER COMPLAINTS CAN BE SOLVED THROUGH VIRAL MARKETING

Viral marketing is reliable one to attend the customer complaints as compared to other methods of complaints. The complaints regarding the electrical equipment used in power distribution sector cannot seen as convenient as required. Hence the communication gap will be formed between end customer and product manufacturer. To avoid that, complaints can be registered through video clips, it is one of the form of viral marketing. Sometime end customer cannot understand the installation and operation procedure, which is given by the manufacturer, even though it is represents photos of DO and UNDO. The manufacturer can post the video in you tube about product installation, maintenance tips and safety precautions. It will prevent the customer complaints, before it occurs.

A. *Enhancing the distribution channel through E-commerce*

In Recent studies from America says that 50% of total sales will be done through e-commerce in Electrical Equipment industry. It represents the significance of e-commerce in Electrical Equipment industry. In this industry the products are produced at one country and supplying to various country. Hence the importance of supply chain management prevails. In order to get execute the effective supply chain and logistics management, the documentation is necessary, which can be done automatically in E-commerce.

B. *Scrutiny the Unleashing factors for Product Modification*

Electrical equipment industry, the product modification is one of unavoidable factor, because each electricity distribution company requires different product specification even though they follow same IEC specification. Based on operational convenient and free maintenance the engineers has some suggestion in change in product, which manufacturer has to accept and do the required product modification and lead the organization. The advantages of scrutiny the requirements of product modification, will lead product sustainable growth in the International market

Most of Indian SME entrepreneur of electrical equipment industry will have same working procedure to manufacture the product. They are keen to do the routine work instead doing different product due to changes happening in the business world.

Because it required additional cost, resources and time. But in order to achieve sustainable growth in Electrical Equipment industry, Initiation required to analysis and accept the changes, which will turn into successful leading of the organization.

III. COLLABORATIVE MANEUVERING FOR SUSTAINABLE GROWTH

Sustainable Growth is depends on various factor. Before it is said that, hard work will give sustainable growth, but today hard work only will not give fruitful result, the smart work is way of sustainable growth. Because Sustainable Growth is depends on market situation, market segmentation, product technology, cost reduction, effective logistic operation, consumer behavior, consumer purchase decision etc. In order to meet all the factors concerning to sustainable growth by single entrepreneur is not practically. Hence the importance of collaborative strategy is comes to notice. Technical Collaboration, Franchises, Agency, Appointing Distributor, Commission agent, supplier are too approached with collaborative strategy. Without effective collaborative strategizing approach it difficult to achieve the sustainable growth in any industry, especially in Electrical Equipment industry.

A. *Improving the awareness of Globalization*

Globalization is not understood in the proper way by MSME sector of Electrical Equipment industry. Some of experts says it is trend or unexpected force. But stakeholder of MSME is able understand or predict the effects of Globalization, it is potential opportunities, if not it will rescind the business operation. Based on personnel experience and exposure to international market will have serious impact in the growth of MSME.

In the MSME mostly middle and top management professionals are same. They need to attend all the concern exhibition, seminar and conference. Mostly MSME sector staffs are thinking of waste of time to attend this event. But this will improve the awareness of Globalization effects of particular industry.

In Electrical Equipment industry, the MSME has to concentrate the developing countries requirements by product or service. Because the same will be followed by under development countries (UDC) later years. Technological transformation plays effective role in the Transmission and Distribution products (T&D). Hence improving the awareness of Globalization in fore most factor endowing the MSME of Electrical Equipment Industry.

B. *Unleashing opportunity will come to light through Innovative Strategy*

The product used in Electricity Transmission & Distribution is called T&D products. The ultimate goal of electricity distribution is to distribute uninterrupted power supply with low transmission & distribution cost and low maintenance cost. To achieve this target, the only possible way is to adopt innovative strategy in stakeholders of electricity distribution. Most of issues, other stakeholders like Electricity distribution engineers, Electrical contractor and consultants are passing the responsibility of innovation to the manufacturer. But in practical innovation will come operation and maintenance sector. Where they can identify the problem and this problem can lead to innovation of new design or new product. But the engineers who are working in electricity distribution system as contractor or consultant or maintenance engineers does not have the interest to communicate the manufacturer. Hence Manufacturer will have separate innovative strategy, which will modify their product to meet the current requirement of Electricity Distribution system. In order to obtain the sustainable growth of T&D products, Innovative strategy is required compared to marketing strategy.

C. *Effective leadership required to bring out unleashing Opportunity:*

In business operation, Transformation is a leadership initiate by the Top management. If the management aims to align an organization's initiatives, relating to people, process and technology, closely with business strategy and vision. Then it is essential to initiative toward sustainable transformation, which will support new business strategies, to meet long term objectives of profitability and growth. For simple understanding, we can say the benefits of business transformation programme are typically expressed as an end state, for example 50% increased revenue, 30% cost reduction or margin improvement, Reduction in end to end cycle time etc

D. Updated knowledge of business environment

Business Environment include factors like Clients, Suppliers, Competition between suppliers, Supplier Management, Continual advancement of Technology, business laws, Government regulatory issues, Market trend of particular industry, Substitute products market and development, Social factors, Country economic trends etc . These factors are contributing to the business environment, which will change time to time. MSME entrepreneur has to keep fully awareness of business environment to meet international competitions.

Most of Electrical Equipment are not manufactured under single shed for different economic reasons and quality issues. Hence the managing supplier and its competition is main criteria of MSME operations. The production of process of MSME is based on technology of machine is used. When the owner of the company doesn't know the awareness of technology advancement, his investment in machines will be locked leads to failure of business operation. The same way, social factors, local government regulations will impact the business environment of Electrical Equipment industry.

IV. MANAGING B2C RELATIONSHIP AND SATISFACTION THROUGH B2B

Every product has its own consumer. Consumer is different from customer. The meaning of customer is, who purchases the product and pays. But consumer is the final user of product or service. In Electrical equipment industry, the products are sold to another Electrical Equipment manufacturing industries, it is coming under B2B relationships, But the final product is used by Electricity distribution authorities, the product should serve the purpose with low maintenance cost, it is coming under B2C relationships. Most of the case, entrepreneurs are building the relationship B2B by low price and not considering the end consumer.

In Electrical Equipment industry, intermediary in trading activities will ask for more discount on the product, which they plan to sell to electrical contractors or electricity distribution authorities. But the manufacturer will not focus only on the B2B relationship. Because without end customer satisfaction, entrepreneur will not get any more business. Hence, it is important to managing B2C relationship and satisfaction through B2B.

A. Techniques of successful B2B and B2C relationship in Electrical equipment industry

There are some of useful techniques are there to get successful B2B and B2C relationships, namely

- *Preparing and maintains the business value chain* – It starts from consumer demands and ends with manufacturer's design and quality control. Especially in electrical equipment used in power distribution sector, the products need to meet consumer demands in simple operation, easy maintenance and long life of electrical equipment. Hence preparing and maintains the business value chain.
- *Analysis methods of decision taking* - The products used in electricity transmission and distribution will be ranging from value –quality- maintenance. The Engineers are choosing the product based on the value and risk in quality and maintenance. All the electricity distribution companies are preferred to buy low value items, which offered through tenders or electrical contractors. But it does not mean that all the products used in electricity distribution is purchased under low value items. The main activities of electricity distribution companies are uninterrupted power supply with low cost of distribution. Hence the product will be selected or purchased on the basis of quality and maintenance accepts with lower cost.
- *Differentiate the purchase behaviors* – T&D Products (Transmission and distribution) are different from the normal consumer products. In consumer products are purchased by buyer what they want instead of what they need. They will not buy the product with product specification; they will buy in brand name only. But it differs in T&D products. Electrical Contractors are purchase the products with required specification and approvals from consultant and electricity authorities. Hence the purchase behavior is different from consumer product. It recommends considering this technique to get a successful B2B and B2C relationships.

- *Categories of T&D Products* – Complexity of T&D Products are more compared to other industrial products. Indian Electrical Equipment Manufacturers are yet to be categories the T&D Products effectively. The Government has categories are generally categories as Micro industries, Small industries, Medium industries and large industries based on the turnover amount. But to get the successful relationships with B2B and B2C, the products and service are to be technically category with turnover ratio. The research article suggests the following category in T&D products used in Electricity Distribution sector, namely (1) Testing and Calibration equipments (2) Cables (3) Transformers (4) Capacitors (5) Cable Accessories (6) Transmission line products (8) Maintenance products etc.
- *Technical Segmentation of buyer* – In the complete world, the technical matters related to electricity distribution is common, but the technology used is different. This based on the local environment, usage of technology, Electrical engineers preference, operation requirement, maintenance demand etc. Hence the requirement segmentation of buyer or Electricity Distribution Company is different from one place to another place even in the same country. In addition to the technical segmentation, the marketing segmentation also required, while doing business in electrical equipments internationally.
- *Personnel relationship is required for Product Positioning* – All the technical elements are not able explaining in verbal or through survey forms. Hence the manufacturers from Electrical equipment industry are to develop the personnel relationship to positioning the product in consumer market. As we discussed earlier, the consumer and business partners of this industry will differ from one place to another place. In the modern era, lot of social media is available to get the personnel relationship of electrical engineers, who is working in different parts of world. On line magazine are also recommend to circulate among the engineers about their article related to product and distribution difficulties. The Manufacturers are to tape the information and do the necessary corrective and preventive action in their product, which will help to positioning in the market.
- *Surveillance of substitute products in Electrical equipment industry*- for example, the electricity distribution companies are recommends and approve the product say “solid copper earth rod”. Due to save in cost, the electrical contractors are used the “copper coated earth rod” which will not give the required earth value. Due to influence with electrical engineers, they may get approval for completion of job. But this earth value difference will lead to major breakdown in distribution of electricity. In order to maintain the relationship with B2C, it is required to watch the substitute products in electrical equipment industry.

V. CONCLUSION

This article highlights that some of the important factors, which lead to unleashing opportunity through customer satisfaction, product modification, explore the new international market for the T& D products used in Electricity Distribution sector. In India, more than 700 companies are involved in Electrical Equipment industry, most of their business are based on the contract from electricity companies. Once the contract is completed they are not getting repeated business as the electricity distribution works completed in that particular area. Hence the manufacturer of electrical equipment industry look out of international market to analysis the unleashing export opportunity in provisional research methods.

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