



Case Study of Poojara Telecom

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I. COMPANY OVERVIEW

POOJARA TELECOM is an emerging mobile and electronic venture in West India, established in April 1994 with a Moto of making the customers aware of the latest development in the telecom and electronics industry to help their communication easier with innovative products and services.

The company started with Casio Musical Instrument and Mobile Service Centre and have expanded its offerings to include Mobile phones, accessories, services, downloading management and various others mobile centric product to make day-to-day technology use better and convenient.

Today the latest technology products in the telecommunication field are accessible with company and it is successfully introducing innovative products in the market to satisfy various needs of customers. The high-tech service centre with skilled staff in POOJARA TELECOM has transmitted its monopoly in mobile service. Its Back-End is engaged in serving customer through Social Media source followed by Research and Development Department to ensure quality of products prior to launch. The company serves products to their customers across 7 categories with a classic ambience and live demo.

II. WHY POOJARA TELECOM

At POOJARA, their endeavour has always been fulfilling every electronic requirement by helping customers choose the best product, as per customers' needs. The company's efficient, well-trained and knowledgeable store advisors are completely equipped to offer sound and personalized advice for helping a customer receive the best value for money.

VISION: At Poojara Telecom, its vision is to be Earth's most customer centric company; to build a place where people can come to find and discover virtually anything they want to buy online.

With Poojara Telecom, they endeavour to build that same destination in India by giving customers more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient online shopping experience – a world-class e-commerce platform. With this new vision the company started new facilities to customers such as:

Fast Delivery: Being a customer centric, the company highly understands the value of time. Considering each moment a precious, so its delivery team is accurate enough to deliver the customer the product on or before time. And not just delivery, as the company always follows for customer's need, there can be provided all basic necessary service by delivery candidate himself.



III. PURCHASE PROTECTION

The company is committed to ensure 100% Purchase Protection for its customer shopping done on Poojara Telecom so that you can benefit from a safe and secure online ordering experience, convenient payment options such as cash on delivery, easy returns and enjoy a completely hassle free online shopping experience.

(1) Before the dispatch/delivery of the item

If the customers see that their order has not been dispatched within 90 min of the promised dispatched time, simply cancel it if you wish. Purchase Protection gives customer full flexibility of cancelling the order before it has been dispatched in such a case. And be assured, your money will be fully refunded under Purchase Protection.



(2) After the dispatch/delivery of the item

If the order is not delivered within 1 day of the order is dispatched, the company will cancel your order on your behalf and intimate you about the same. And be assured, your money will be fully refunded under Purchase Protection.

(3) Purchase Protection cover

- i. You have paid for the item but didn't receive it.
- ii. You have received a damaged/defective item or an item that does not comply with the specifications as per your original order.
- iii. In case of product is Out-Of-Stock and online payment is done, you will get refund within 8 days.
- iv. Under Purchase Protection, if you have choose Cash on Delivery option, you will get refund from POOJARA TELECOM outlets only. In case of Debit Card, Credit Card or Net Banking, you will be refunded by cheque or online bank transfer.

Best after Sales Service: Mobile Eco-System is the association of hardware and software linked with device. The momentum of POOJARA was initially masteries from after sale service gathering huge customer fascination. Even after customer complete order, the relationship between them starts with every aspects of mobile service. Its well-trained service engineers with highly equipped repairing apparatus never let you down in mobile. After Sales Service are its monopolized duty which is bound to its customers from every corner of duty.

Genuine Brands: At POOJARA, there are 20 years of tremendous experience, more than 18 outlets including in Tamil Nadu and 10, 00,000+ of satisfied customers. What else the company can say for its genuine products.

On Poojara Telecom, shopping is not only about buying, it's also about gifting and through gift a smiling customer can make relationship more fluent.

IV. COMPANY DEFINED PROBLEM

1. Perform the SWOT Analysis of POOJARA TELECOM.
2. What are the perception of customer regarding POOJARA TELECOM?
3. What are the steps are required to take to increase online business of POOJARA TELECOM?
4. Suggest the strategies to fight with online challenge.
5. Recommend Innovative suggestions to become Market leader in available segments. (In terms of sale Volume, Brand Loyalty, etc)