

REGENCY CHALKS OUT AGGRESSIVE MARKETING PLAN TO SPREAD ITS PRESENCE IN GUJARAT

- Dozens of new dealers/distributors have been appointed since last six months

Regency Plywood is well known brand in wood panel industry and has very good presence in Maharashtra with the commitment of quality & service and is popular among customers as a quality products at highly competitive price. Recently they have chalked out aggressive marketing plan to cater to spread its brand presence in Gujarat market to cater the demand in the region. They have made several dealers/distributors in many cities such as in Navsari, Umargaon (Porbandar), Vapi (Valsad), Rajkot, Surat, Saurashtra etc, and have been expanding their wings promoting their brand 'Regency' with commitment of quality, consistency and competitiveness. Regency is known brand in Gujarat market since a decade with maiden entry from Umargaon based Bharat Saw Mill. **The Ply Reporter** talked to several dealers and distributors to know their pace in creating new market for their products. A report...

REGENCY CLUB



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"We promote Regency products in whole Maharashtra, Goa, Karnataka, and Hyderabad regions. As we continuously getting demand of Regency Plywood from several other regions in western part of the country, strategically now we want to spread our wings and develop Gujarat as a leading market for Regency as we see great potential in this market as well. First of all we have targeted to cover several leading centres like Porbandar, Rajkot, Surat, Baroda, Ahmedabad, and Saurashtra and launch Regency Plywood and allotted distributorship to leading traders and dealers in these centres. Currently Regency is offering Gurjan plywood, 710 Marine grade plywood and 303 commercial plywood in Gujarat," said Sagar Sharma, Area Sales Head, Regency Plywood, Gujarat. He added, "If any dealers wish to do business only in one segment, they are free to choose what is suitable for them. Besides plywood, we are also making stocks in Doors, Film-face, PVC sheets, etc. These are already stocked with dealers in Gujarat also and we are expecting good sales for it as well."

"Regency is hitting with television commercials, besides, approaching leading local dailies and periodicals in print and digital media segment. Social media is also playing considerable role spreading the message that Regency



is doing their business in several regions and has started their operation to cater whole Gujarat state very soon. Presently we are supplying products in border

area of Maharashtra in Gujarat like in Vapi (Valsad) we have been good relations with Pragati Enterprises for several years now become dealer. Later associated with MK Timber and YTER Interior Mall in Surat, Smita Plywood in Renavav (Porbandar). Till now we have appointed number of dealers/distributors in Surat, Rajkot and Navsari. Our next plan is to reach Baroda, Bharuch and Ahmedabad after that we will look for other prospective centres in Gujarat," he revealed.

While asked about the strategies for growth Mr. Sagar Sharma said, "We all know competition is everywhere, but we have focused on brand presence with positive impact among the customers in Gujarat. We have positive notes of people that they want branded products instead of local. Our expectation increase with such attitude of customers and we are committed to serve them with dedication and quality products and excellent after sale services. We are

committed to offer standard product to all customers, contactors, architects and interior designers. We also appreciate with potential promotional items like Cutter, Pen, Pencil, T-shirt, Radio, Mobile Power Bank, Blue-tooth, according to dealers and contractors requirement. We want to make our relationship strong."

"Within six months we have developed over 12 centres in Southern Gujarat and several centres in western part of the state. We are moving-on slowly towards North. We have policy to work with dealers' network. If we get direct online requirement from project or bulk order we first contact dealer and assist them to get in touch with the clients and through them only we quote the rate and other dealings. In this way we are working as a family circle and trying to get benefited one and all units of the chain of business from product procurement to manufacturing to supply to its end-users," he added.

Talking on the challenges before them he said, "It is

nothing but we will have to be attentive and keep eyes on market for prospective growth. As far as the market in Gujarat is concerned that it will be a biggest market for plywood since with development work going on in the state. We are confident that Gujarat will be the second biggest market of plywood after Maharashtra."



Sagar Sharma, ASH, Regency Plywood, Guj.

The active approach shows that Regency takes care of all and solves each and every issue raised before clients so that they do not get complain in later days. Mr Sagar Sharma confidently said, "In six months we have not received any such complaint from any clients. Now the complaints are not an issue as we are already prepared for them and have stepped into the market by making everything under control. So what we say for Regency will be less it is a good brand and committed to all."

REGENCY PLYWOOD GUJARAT DEALERS' SPEAK

Amrut Patel, Bharat Saw Mill, Umargaon (Valsad), Gujarat:

We are involved in trading of panel and allied industry products along with running saw mills in Umargaon (Valsad), Gujarat. We got into contact with Regency by one of our relatives who were dealing with Regency. We felt their products quality was of standard grade considerably economical than the other similar quality brands. Impressed by quality, consistency and competitiveness we started working with them over ten years before. We are the first dealer of Regency brand in Gujarat. Currently we are selling their commercial grade and MR grade, marine grade plywood, which has huge demand in Gujarat.

Together we are going on smoothly. Regency is more conscious for their quality. We have not received any complaint from customers about the products. Regency people are very much supportive for our as well as their brand promotion. They also support us at various projects by their sales executives who visit the site, educate them about the quality and various applications and uses of the product. Regency has assured us to help in every need. It's is a good company with value and ethics.



Soma Bhai Sothar, Pragati Enterprise, Vapi (Valsad), Gujarat:

We are doing business in wood panel industry for over seven years and dealing with Regency Plywood for over five years. Vapi is at border of Gujarat and Maharashtra, so it has own importance in terms of business operation. Since development is going on in Gujarat at fast pace the demand for plywood is good enough and Regency is strategically entering into Gujarat market with pace. We have to move to clients for their order. If Regency's marketing professionals visit to the clients their faith in product will increase many fold and sales will be doubled.

We deal in products such as in waterproof and commercial range of plywood. They will catch the market in Gujarat since they are building their brand strong with various means like advertisement and public relations. They are committed to customers' satisfaction. They appreciate dealers/distributors and end customers with gifts, schemes, and other promotional activities. As their products' quality is considerably good with competitive price which will pose a tough challenge for others' products as well.





Vijay Bhai

V.D. Lagdhir

Vijay Bhai, Asmita Plywood, Renavav (Porbandar), Gujarat:

We are working with Regency since last two years. First we worked with them in Mumbai for one year and now started in Renavav near Porbandar, Gujarat. Our next target is to open another shop in Rajkot (prop. V.D.Lagdhir). We are exclusive dealer of Regency in Renavav near Porbandar and nearby area and supply their products in the region. We are dealing in their 710 and marine grade as well as 303 plywood. We are very much satisfied with their product quality as there is no complaint till now from customers' side, Regency is far better than other brand but the rate is comparatively less from them. It has the capacity to go ahead from other leading brands in this market. We get in contact with them

in Mumbai when we started working there. Their products supported us greatly in developing our business and when we asked them to open a shop in Gujarat they assured to support and the business get started in Gujarat as well. They are very much customers friendly and appreciate customers and carpenters with gifts and other promotional materials. We are getting several quarries from customers for Regency who wants to know about them and their products after seeing Regency on several media channels.

Ismail Bhai, Partner, M.K. Timber Mart, Surat, Gujarat:

We are in plywood trade since last 25 years. Our common friend made us meet and we started business together. We are dealing with their film face plywood and have supplied to several clients and waiting for review from them, after that we will expand our business in different area. Regency is a motivated company and very much concerned to dealers and customers support unlike other leading brands. Regency as a leader and caretaker listen to the complaints of customers and does everything required. So as per my opinion they are very much customers friendly. They are with the policy to grow together. In case of any direct lead received, they first approach the dealers of that particular area and deal with the client under dealers prospects and also support the clients at greater extent. If the Regency promotes the brand strategically in Gujarat, we will support them in achieving their target.



Nirav Patel, YTER Interior Mall, Surat, Gujarat:

We were in contact with Regency since last four years. We are operating YTER Interior Mall spread in an area of 3000 sq ft in Surat in which we are involved mostly in wholesale business. Earlier I worked as a marketing professional in Rajkot in a plywood company. As we were interested to work with them and as soon we achieved the stage to start we initiated it recently and send some orders of commercial grade and MR grade premium quality and our next step is to get into Gurjan plywood.

They are very supportive to us as well as our clients like carpenters. Regency people educate them and appreciate by offering gifts and other utility items like cutters, etc. They appointed experienced sales persons in the market who has been introduced to clients to promote the brand among customers. We have sent several orders and getting positive feedback. The quality conscious customers are satisfied with Regency's quality available in reasonable rate.



Jethabhai D Patel, Om Timber Trading Co, Navsari, Gujarat:

My brother is also in wood panel industry working at Umargaon for over 20 years and that's why I started business in Navsari and is associated with Regency Plywood for over four years. Regency people are very responsible and supportive to dealers/distributors and customers. They take full responsibility of material in case any quality deficiency appears in supply and correct it. They are very much active in marketing and slowly and steadily catering Gujarat market. Their marketing professionals always support us and reach at site quickly if there is any requirement. They educate carpenters, architects and lastly the end customers who are using their products. They give all details of products and its possible applications.

They are spreading their wings in Gujarat and I hope they will grow here quickly since their marketing strategies are good enough to win the hearts impressively. They are very much friendly by nature. We feel no difficulty selling their products as the product quality is good at with reasonable price. I would like to say that they should maintain their quality consistency with similar after sales customers support. We are planning to carpenters meet, architects meet etc with the support of Regency as they are more supportive for this. ■

