

## A Glimpse of GOP programs in AHmedabad...

### GLOBAL OUTREACH PROGRAMME



Participants in Craig Smith Workshop in rapt attention



Prof Craig Smith discussing a case



Prof Craig Smith handing over certificate to a participant



Prof Craig Smith in discussion with Zydus Cadilla senior managers



Prof Craig Smith of London Business School speaking about evolving marketing strategies

### Marketing in Strategic Perspective: Customer Orientation & Emerging Consumer Trends

Change is something which is constant. With time, we need to keep ourselves contemporary. It is an age where one needs to 'Re-skill' oneself, or else one will surely perish...

On 15th May, 2007 GOP (Global Outreach Programme) was organized in Ahmedabad for the Corporates, whereby they were given an opportunity to interact with the eminent personalities, with sound knowledge and expertise in their respective fields, to broaden their horizons and improve their business practices in the areas of Marketing.

Dr. N. Craig Smith, Senior Associate Dean and Senior Fellow in Marketing and Business Ethics, at London B-School, took an enlightening session and shared his rich knowledge and experience in the areas of 'Marketing in Strategic Perspective'. This workshop was organized with a prime focus on understanding and developing customer orientation, with attention to the emerging trend in marketing and ethical consumerism.

Dr. Smith shared his views on emerging consumer trends and the significance of customer orientation to overcome the challenges in today's competitive world. He gave wonderful examples of companies like, Dell, easyJet, Innocent Drink, to name a few, and he also explained how well these companies have been doing as compared to others, simply by putting the customers first! He also used a case study to elucidate few concepts of how to be customer centric, which indeed, was valuable to all the participants.

Dr. Smith during his session, emphasized on various concepts of marketing like; from 4ps to 5Cs, redefined few implication of 'Ethical Consumerisms', and also discussed various strategies to become customer centric.

Mr. K.K. Srivastava, a multifaceted personality, with rich experience as an educator, a trainer, a consultant, who is also a visiting faculty at IIPM Delhi, gave excellent insights, with simplest of the examples in the areas of emerging consumer trends and how to tackle it to be a leader in any business.

In the concluding session, both of them came up with similar views that a business is most likely to achieve its goals when it organizes itself to meet the current and potential needs of customers more effectively than competitors.

In all, it was an excellent opportunity for the corporates to get back to basics and learn few new concepts of strategic marketing to be successful in this increasingly global competitive environment.



Participants in GOP Ahmedabad, 17th April



IIPM Ahmedabad GOP Team with Mr. Chatopadhaya, 17th April 2006



Mr. Chatopadhaya giving certificate to one of the participant



Mr. Amitava Chatopadhaya from INSEAD- GOP