



Pramod Kumar

Vice President-Technical,
Savitri Telecom Services



The current scenario of the market looks bright mainly with the expansion of telecom network in a big way both in the government and private sector. Even in this backdrop it is no longer a seller's market. Today the market is based on perfect competition principle with presence of both buyers and sellers. Hence it is important to deliver best products and services to the buyers and understand their individual requirements and demands.

B2B or industrial marketing techniques rely on the same principles as consumer marketing. However, industrial buyer decision is mostly influenced by price and profit potential. The major difference is that while consumer marketing can advertise very specifically to a wide audience, B2B marketing cannot. Instead, it needs to brand itself very broadly (through emails, corporate image, and technical specification) to a very specific customer.

Business marketers can develop and decide how to employ their B2B plans by identifying and understanding the importance of factors such as the product or service requirement, target market, pricing, and promotion.

The telecom market in past few years has grown phenomenally. Technological upgradation and innovation in the telecom & IT market has accelerated dramatically and it now encompasses a more diverse universe of players than ever before. Telecoms are undergoing a sea change externally and internally by forces such as changing trends in consumer demands, newer technology and so on. This has increased their requirements of T&M equipment to a greater extent. This has created a vast space for marketing of such products.

Therefore, every enterprise and product team has to not just analyze market requirements but continuously track competition for better awareness of the market to tap the potential available in the market.