

Written notes of the interview with K. Mathivannan

Date: July 14 2018

Me: Can you please describe your company?

Mr. Mathivannan: The company presently runs six businesses at a time. We have customers from nearby villages and sometimes in nearby cities. Customers usually come, after speaking to them about the company. Moreover, customers usually came since the company was on a highway, thus, more visible.

Me: What are the 6 businesses?

Mr. Mathivannan:

- Weigh bridge
- Furniture work
- Coconut business
- Wood logging
- Iron and steel recycling
- Plastic recycling

Me: What are the problems that the businesses are facing?

Mr. Mathivannan: The businesses are developing at a slow pace. We get significantly less amount of profits. Everyone in the villages and cities does not know the services. To compensate for this issue, I have been lending land

for rent to get money for running the business smoothly. To make sure that everything runs smoothly in the company so that we have minimal loses, I have to work overnights all the days in the week. Sometimes I may have to check on the lended land; thus, there is no attention over my businesses.

Me: What are the ideas you have for solving this problem?

Mr. Mathivannan:

- Flyers and brochures to everyone in the villages and cities
- Advertisements in the local TV channels and newspapers
- Website
- Announcements through the villages and the cities

Me: Can you describe how each of the solutions may workout?

Mr. Mathivannan: Initially, 700 flyers and brochures can be printed on recycled paper and could be given to each house in the villages and cities or can be stuck on the walls as posters. Also, they can be given to people in local transportation stands where many people use them for travelling to other places. If there are any developments in the businesses, then, I would increase the number of prints and cover other villages and cities.

Adverts about the company and the services provided could be placed in local newspapers and shown on local TV channels for a period of 2 months. If

this were successful, then I would continue by increasing the period to annually, or I would go further to advertise in the local magazines.

A website could be made and hosted for a large number of internet users available nowadays in the cities and even in the villages. Much detailed information, along with photos and videos, can be put in different web pages of the same website. Moreover, it requires less maintenance after it is hosted.

Announcements could be recorded in a studio and can be played with loud speakers fit on a vehicle. The vehicle is assigned to different villages and cities for various days during the morning and afternoon on a moderate amplitude.

Me: Do you have a location on google maps?

Mr. Mathivannan: No, I don't have one.

Me: Do you have a logo for the company?

Mr. Mathivannan: I don't have a standard logo for the company. I have an image of a Trishul inside a green circle which resembles the company.