

# LEADING ‘QUALITY’

Oh! What a rush!

I am in front of ‘Quality Super Bazar’, unlike other nearby Super markets, plenty of customers are sprinting. It shows the quality of the different products selling there.



How does this establishment get this much of popularity? The master mind behind this astonishment is none other than Mr Lino Thomas, an energetic, result oriented gentleman in business. He got his business interest from his father, who was in the field of Mining and Construction business earlier. Then they thought, “Why not go for a Super market in Kumbanad?” Most of the NRI families are settled there. They realised the necessity of a Super market, where people can get anything under one roof. Initially, they started as a small shop in 2015, then gradually with the support of the people, it became one of the most facilitated Super markets in Pathanamthitta district.

Initially it was a monopoly and customers who walk in used to purchase the goods of their choice. Gradually, they started focusing on Customer Satisfaction. There is no compromise on this matter. For this motto, they prepare

proper planning, proper budgeting and proper marketing strategies. He has a strong team consisting of fifty one committed employees. All of them are working hard for the success of this establishment.



Competition with the similar shops is one of the main challenges of this field. The Sales team as well as Supervisors whom I met underlines this point. To overcome this hurdle, Accountants, Counter staffs, Packing team, Juice makers etc., are contributing their best efforts. Clearing stock of the seasonal products within stipulated time is an another main problem of this business. Managing loss also is a crisis. 'Quality' is promoted by discount sales and social media advertisements. Anyway, the customers are satisfied with quality of the 'Quality'.

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