



Suraj Dodeja, Director, Vashi Electricals

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What has been your value addition to Vashi Electricals’s development since you started?

Well, I was an auditor at KMPG and my job role included lot of travellings. Realised that having a process is critical in order to grow the business exponentially. Implemented SAP system as Vashi Electricals to improve efficiency and scale the business. To become a technology driven platform has been our major vision. We are implementing technology in all our processes and the way we do business. Our HR is using a great e-learning platform to train our vast workforce of 700 employees. Our sales team is using an application to punch in orders to the sales force system so that there is a uniformity in the communication. Implementing technology has given us confidence to move from one office based in Mumbai to multiple locations in PAN India. Technology has been a core essence of our business and the way we do business.

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How would you define your style as an entrepreneur?

I am truly a cancerian entrepreneur and hence one thing that drives me is vision and passion. I always try to find things that i am passionate about or have an emotional connection.

I believe business success boils down to one key thing and that is the ability to stick at it for a long time. You may not be the best at what you do yet but if you can stick at it longer than your competitors then you can become the best. Experience takes time and so give yourself and your business the time it needs. Plus, I am a person who has the combination of emotional + practicality. Also, i adhere on below given thoughts.

- Believe in yourself.
- Believe in your product or service.
- Build a great team around you – no one can do it alone.

Tell us about your strategies to strengthen Vashi Electricals presence in PAN India?

We will be soon launching our e-commerce portal and that will help us strengthen our position in PAN India. Aggressive online and offline marketing will help us gain more market share, especially from the retail world. With GST coming in, we see ample opportunities.

“Our new facility of our e-commerce portal is our key strategy for our growth across India. It will enable us to provide local support and service to our existing customers and to expand further into the market for retail world and other technologies emerging from our product development, including a range of high- powered Online and Offline marketing will further strengthen Vashi Electrical’s presence in PAN India.

Our rigorous marketing strategies ensure that our products will offer total reliability in a range of extremes of availability and terrain.”

How is your company planning to tackle the cost-versus- quality issue in India?

Vashi Electricals is heavily into service industry and hence for us quality is an essence of our core business. What we have seen from our past experience, people are ready to pay if you provide them world class services and focus more on customer delight & unique experience. Hence, at Vashi we take the quality very seriously and work on the standardization model, from where a store keeping processes to strategy management, every process is standardised and have clear working guidelines. Today, Vashi Electricals is known for best prices, genuine products, world-class

Electricals brands. Ease of purchase, peace of mind, comfort, technical expertise and services is something we imbibed in our DNA. Plus, we have zero tolerance to bribe and corruption.

Which are the sectors you target to the most and also your geographical prospective markets?

I firmly believe that our success lies in the success of our valued customers, strategic partners, business associates and employees. This we can achieve by working together in a cohesive and vibrant environment. I have a vision to not only to increase the sectors and geographical prsence, but also lead by setting examples with our existing areas and customers – Yes, I would definitely prefer the sectors like Real Estate, Commercial Workspaces, Industrial Complexes & SEZ, Petrochemical Industries & Refineries, Textile Industry, Steel & Metal Plants, Fertilizer Industries, Sugar Mills

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What are your view on GST implementation and how will it impact your business?

“ The Goods and Services Tax (GST) is undoubtedly the most revolutionary tax-related reform to be seen in India in several decades. It will certainly give a big boost to the economy as the tax structures are going to become far more efficient. GST is designed to encourage transparency and ease of doing business in all sectors. We have already created a process driven organisation backed by state of the art facilities and robust business model. It has helped us to provide specialised & customized solutions to our customers. Also, we have pursued business excellence through passion, perseverance and precision and completed backwards integration cum expansion projects successfully.