

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/158/MM/2022/07

March 2022

**Well-Mark Electricals Trading L.L.C. – Which
road (to be taken)?**

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Well-Mark Electricals Trading L.L.C. – Which road (to be taken)?

"The difference between sales and marketing is that marketing owns the message, while sales own the relationship" - John Jantsch

Abstract:

Well-Mark Electrical Trading L.L.C was started by Mr. Salman Ahammed in 2003 with just 3 employees. Initially, the Company's focus was on trading various electrical accessories, fittings, and equipment from different manufacturers, focused on the U.A.E. markets. Gradually, the Company expanded their operations, both in scope by starting their brands of various electrical equipment and size by focusing on markets such as U.A.E., K.S.A., Oman, Bahrain, and Qatar, and they exported their brands to Oman, Qatar, Bahrain, Sudan, and Tanzania. The own brands of Well-Mark are Snowlite, Volt, K.L. Star and Sayonara. Besides, they distribute products from brands including Palazzoli (Italy), BIAX (India), Farter Advantage (U.A.E.), Tosun Lux, Horseduct (U.A.E.), and Z.M. (Turkey). Well-Mark is mostly into B2B sales and major clients are retail shops, wholesale shops, and occasionally, project-based dealers. The Company had steady growth and the total sales revenue in 2020 was 1,13,29,709 AED. Currently, Mr. Salman is facing a dilemma regarding the future of the Company. Should he focus more on his brands, nurture them, and build a market for them or should he continue to focus on sales by reinforcing his trading routes? He needs a decision before the next board meeting. What is the road to be taken: marketing versus sales?

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