

# THE TRIUMPHANT TRIO - THE CASE OF SUPERNATIVE

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India is raising with good number of start-ups. The year 2016 alone accounted for 19,000 start-ups. E-commerce is the best and easy way for any start-up to effectively reach the target customers, comparatively. However, the competition and communication clutter is huge. The case of Superlative founded by three young minds from different states of the country works on a social cause. The business model is sound with a social relevance of supporting the indigenous art and craft makers, still, there is too much of competition as the business platform is an e-commerce site. The case discusses the formation, intention, revenue model, and marketing strategies of Supernative. Yet, the e-commerce firm is struggling hard to find ways to reach the middle income group of customers.

Keywords: 7 P's, E-commerce, Marketing strategy, PoP, PoD

## SUPERNATIVE

Mukesh Dev, Pankaj Arora and Jothi Xavier met at a Job Interview a few years back. None of them got the job at that occasion but they got a friendship and a bonding that stayed together for a long time and got stronger with each interaction. Lot of water flowed down in everyone's life and suddenly one day; all three of them were talking about starting up Supernative. Few months of planning, working, researching, mistakes and learning later, they got themselves incorporated as a Private Limited Company, known as DAXXAD Ventures P Ltd and launched our portal on 8<sup>th</sup> June 2016. Story behind that name is another story in itself.

Mukesh is a Marketing professional who had turned an Academician before turning an Entrepreneur. Pankaj is an expert on Sustainability and Waste management apart from possessing sound technology skills and an exposure of working on different continents. Jothi is the in-house Art expert. He has been running a Trust that works with Tribal artists and is on forefront of many a social causes and activities. The founders are all based out of different cities and mostly communicate through e-way!!!

[www.supernative.in](http://www.supernative.in) is a Social E commerce platform that is striving to bring all the native, traditional Indian art and craft on a single platform. It's about the art, artist, their stories and their

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Figure 1



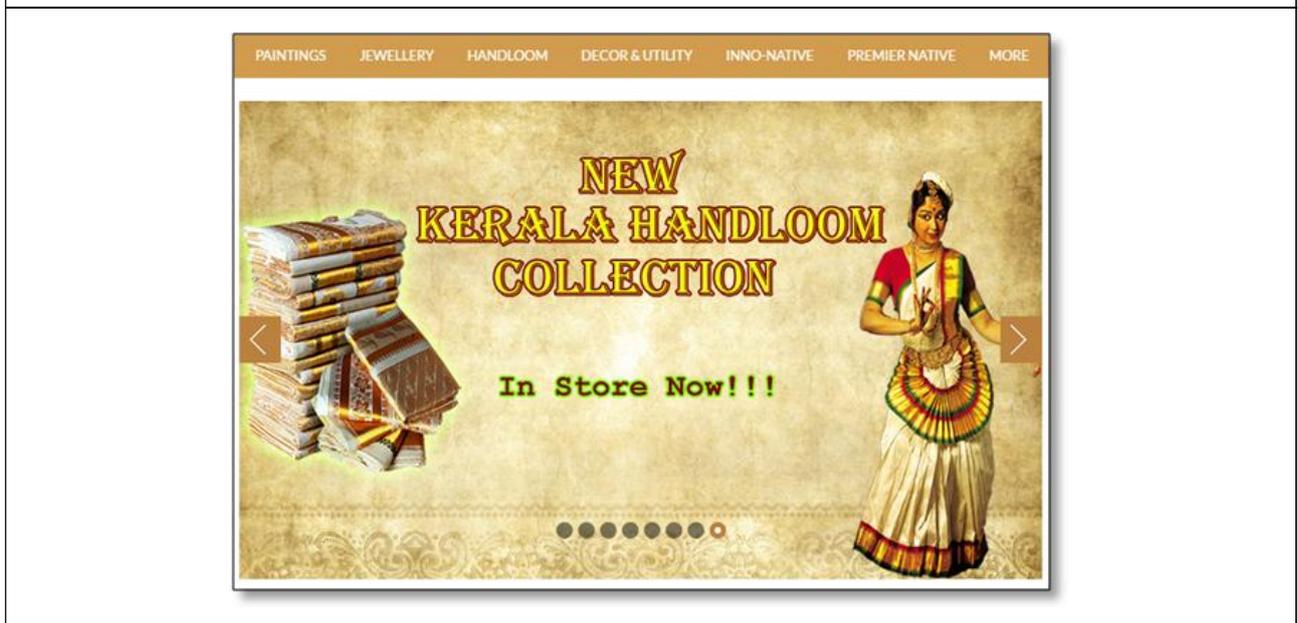
creations. It's about selling their products and to make the art and art forms popular all over again, and to a larger, wider, newer audience.

### THE IDEA

It germinated out of search for a problem that was totally Indian, a skill that is undisputedly Indian and the impact that the solution can have on a larger population and create more employment/vocation rather than take away, which most of the Internet/Technology companies end up doing finally. So here is our identity, our Art & Craft that is unique

to us but yet how many of us know about them, how many buy them, how many celebrate them? Foreigners and Art lovers worldwide pay hefty premium for Indian Art, due to which it has become a 'niche premium' product. We want it to be accessible to an average Indian, the middle class Indian. Whenever he shops, he should find an Indian, handcrafted alternative and that's what we want to achieve through this attempt. Also, the more people buy it; more people will have to make it. Many of the traditional artists/weavers who have left it for menial but better paying jobs will find a

Figure 2



compelling reason to return to their roots and feel proud about it. A 1% change in this equation will be considered as a life well lived by all of us at Supernative.

## THE BUSINESS PROCESS

“We search, research, meet, write, take details of the Artist, his art, story behind him and the art form and we post their products on the portal for sale. We don’t charge them any fees of any kind. They are free to sell through their traditional routes as well. There are no compulsions to keep a certain stock for us. A customer, who likes a product, can either buy it straight if it’s available, or put an order if it’s not or if he needs customisation. We pay the Artist and ship it to the customer. It’s like a WIN-WIN for all. We don’t invest in a huge inventory, we don’t feel compelled to sell what we have bought already and we can focus on bringing more and more artists. Artists find a new avenue for selling, showcasing their craft. They also make honest money, one that is fair and just. Most of the margins are usually taken up by the middlemen/traders in such businesses. We do away with that. Customers get All-India Crafts (That’s the vision!) at one place; pay an honest price, if more than keen, can know more about the art, artist and the history through us. We make our revenues by charging small margins over the prices of the Artist”, says Mr. Mukesh.

## THE COMPETITION

The start-up trio at Supernative believe that they stand unique in the market. Since Supernative sources directly from makers, as far as possible, they don’t take the traders on fold at all which eliminates the margins at intermediary level.

Every artist and every product is personally visited and checked by the founders themselves at present. In future, however, it may involve a professional team. Each art and artist is well documented. You won’t find these in any competitors. The trio is proud about the documentation part of every craft, which is a great deal of information freely available for the customers.

Supernative allows its artists to be known publicly. Most sites would never tell you who the poor creator of that art piece is. Supernative team want to be known as socially responsible true citizens of India.

Most operators buy and keep an inventory. Then they try to sell it to you by keeping huge margins and occasional discounts as they need to finish the stock. We don’t get in to such kind of operations.

Most of the items with online competitors are catering to ultra premium customer segment. Some of the products may seem expensive on our portal, but Supernative wants an average middle class Indian to purchase them as well and making attempts to reaching out to a larger population. Many of the existing players have huge money and big in-house team of artists who may not be exactly native and completely know the art. We deal with people who know it, who love it, who live it, every single day, every moment!

## GUIDELINE QUESTIONS

1. Visit the site, [www.supernative.in](http://www.supernative.in) and elucidate the 7 P’s of Marketing for Supernative.
2. Compare Supernative with its rivalries and bring out the Point of Parity and Point of Differentiation.
3. With per capita income of India being Rs.

93,293 (Source: PTI updated May 31, 2016 in [economictimes.indiatimes.com](http://economictimes.indiatimes.com)) which is less than Rs. 8000 per month, suggest a few measures to appeal to the Indian middle class customer segment.

4. How can they make their offerings better to the Artist involved, the customer and the

employees in light of so much consumerism around, availability of cheaper mass produced goods and fancy pay packages by well funded Start-ups for great talents?

## REFERENCES

1. [www.supernative.in](http://www.supernative.in)