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BRAND AND TECHNOLOGY CONSULTING

BRAND CONSULTING: Branding is like clothing, your body is the product which Fundamental, now you are putting clothes on it and the color you chose, the appearance or fashion you chose it's reflect your personality or outlook and people perceive you the way your present yourself i.e. "Communication" so it's not actually a Branding but it's only COMMUNICATION which is FUNDAMENTAL for any Business, the more clear and transparent and targeted COMMUNICATION you have, the more Clients you could bring, since COMMUNICATION is the Key for Success and COMMUNICATION it's not just a single word, it's consist of bunch of words i.e. COMMUNICATION =PRODUCT QUALITY + SALES & MARKETING+ ADS + PACKAGING+ ORGANIZATIONAL REPUTATION + NETWORK + NO. OF OFFICES OR LOCATIONAL ACCESS YOU HAVE + GOOD PRICING MODEL + CUSTOMER CARE + QAQC+ LOGISTICS + PRODUCT DELIVERY+AFTER SALES AND SERVICE, so if you are thinking to make a good and attractive Logo, build a website, printing stationary, letter head, putting a big signboard would be enough for BRANDING or it's called BRANDING which is completely wrong, that's why many people realized even having all these things why their company is not growing, why the customer is not returning etc.



For an example when you buy a “Dish Washing Soap” you are not only Buying it just by its looks and color but there are many factors in your mind which the Company has communicated to you very well which includes the Quality of the Products, Availability and accessibility in everywhere, durability, price, for middle class, poor and upper class for all, color of the products, preferred by your house maid etc. then once all these are easily communicated to you, you will consume it daily basis and influence the buyer or yourself to buy it, but as soon as the company increase the PRICE from 10 Rs. to 20 Rs. then it may become your concerned since no matter how much you are spending lavishly but when it’s comes to household expense you will definitely consider to keep is as low as possible that’s why we can many house hold category products being sold even without a proper branding but they Just did Copy Paste the Color of Pack, keep the same color of the Detergent bar, and lower the PRICE only act like a miracle for them, and their only one focus , how to make available their products in the supermarket or grocery along with other branded Dish bar/ detergent bar, so whenever customer went to buy the branded Dish bar they would definitely switch over to their product only they kept the PRICE is low as the Household customer expected it, so they will buy it daily basis, now the many management people, board members, branding people will rejoices for their Success and make a case study, but it’s nothing more since there is no fix formula for success and many even got it they don’t what just mattered for them that make their sales turnover 200 %, so here just keeping the PRICE low act like a miracle and no other factor is mattered not your



name, company name, location, certification, color, package quality, scent etc. but it's only your PRICE, so why the Household people always switch over to other brand or Product it's only due to price so in this segment no Branding can sustain no matter how big the company is, if they keep their Price High, then other people just kick them out by inserting their dumb, now what's just matter behind this? BEHIND PRICE THERE IS ONE FUNDAMENTAL THING IS PLAYING THE MAIN ROLE IT'S METAPHOR WHICH CONNECTS DIRECTLY VISION OF THE CUSTOMER AND IT'S THE WORD = **"DIRTY"** yes the dishes always dirty and it needs to be cleaned every day and people prefer their house maid to clean for for them or many people even don't wanted to do it but they can't afford a house maid, so this is for **"DIRTY"** WHICH NEEDS TO CLEAN UP AND THATS WHY NO BRAND IS NEEDED ONLY GET A CHEAP DISH BAR NOT A DISH LIQUID, SINCE MANY PEOPLE STILL HAVE CONCERNED ABOUT PRICING ISSUES, SO THAT'S WHY THEY NEVER FEEL NECESSARY TO BUY A BRANDED DISH BAR RATHER THE CHEP AND BUDGET ONE

Household Products like rice, wheat, salt, sugar, turmeric, chilly, cumin, Soyanbin, Black peas, coriander powder etc. doesn't required any branding it can be sold in lose in a transparent pack with just a price sticker on it, no matter how hard the companies are spending for their product marketing, ads, color, logo, brand icon, certification etc. , which is never concerned by the customer since it's household products people always willing to stand in queue



for long time in a super marker or grocery if there is any sales and offers, and i am sure they will buy these product by just watching the transparent pack with PRICE TAG on it since obviously the PRICE would be much cheaper for these products

For non-consumable Household products like Toilet Cleaner, Floor Cleaner, Kitchen Cleaners even doesn't require any branding even I have seen many identical products sold in low price has huge sales compared to branded product, there is no doubt about Quality and R & D, but again think about "Toilet", the METAPHOR IS "DIRTY" so don't you think people need brand or just a cheap product to clean their toilet even they want their house maid to do it

When it comes to Refined Oil then people are very cautious about their Health since their CONCERN IS "HEALTH & SAFETY" which is also METAPHOR which trigger them always to go costly and branded products Since they are concerned about Cholesterol, Heart Health etc. that's why you see the Products which is very Light or Super Light is written and the bottles are very transparent which help the customer to view how their product is Super Light and it's Healthy so that's why people would definitely buy those products no matter how costly it is, now comes to Mustard Oil they will always prefer Kacchighani Oil but after first Time try , if they are happy with the smell , color and odor, thickness they will stick to the same brand for long time and they can also recommend to other customer, no matter the price is how much, they have an affection towards the "Pure Kacchighani Mustard oil"



Now let's talk about the Branding in Service Sectors like Education and Healthcare, for an example for Education Sector The Branding i.e. COMMUNICATION is depend upon the LOCATION yes, the LOCATION is only FUNDAMENTAL, no matter the same school has many branches but the business could be different in Branch to Branch Basis, where the Board is not primary choice but a School's location at Prime Place , it has nice "English Name" since still people has mindset that English speaking is very essential for their Childs future in India, then "Culture" i.e. still people prefer Christian Culture has a good manners and strict discipline so Schools runs by Christian Missionary would be the first choice for parent to send their Children along with Locational Advantage, so here the Branding for School = LOCATION + ENGLISH NAME + CULTURE, now the Risk is i told always only these three elements are not at all perceived as Branding or COMMUNICATION it has more things are attached to it i.e. Quality of Education + Teacher's merit and behaviors and good manner + Good Principal + 21st Century Facilities for Advance Education System + Counsellor + Health & Safety for Students + School Transport + School Fees so that Middle Class can afford even people are rich but they may not willing to pay higher fees since they have other educational cost apart from School i.e. home Tuition & Transport and other miscellaneous charges + Academic Score + Problem Solving + Non Partiality to students and parents + Sports and Extra Curricular Activities + Big Play areas equipment with all facilities etc., so what i mean to say people may prompt at first by looking at the name and past reputation and accessibility but after sending their



children's if they saw much issues which is day by day the Childs are bringing to home, which may panic the parents and they can get a TC later, if the children's are in lower grade there is huge chance the School may witness turnover of Students left from their School and get admission to other School preferably next near location but they will definitely do the math before putting their children, so if any parameter changed then it could trigger the parents to consider another School

For Healthcare Industry only the DOCTOR is FUNDAMENTAL and people co-relate the disease with doctor's specialization, for an example if there is a very famous Heart Surgeon and if he started his venture i.e. Hospital by his name or his name is added to it, then people will come to his Hospital for the treatment of their disease like Heart related cases for OPD to OT, so then other related healthcare services i.e. in other areas like Gynaecology, gastroenterology, Neurology, ENT, Paediatrics etc. will not be interested for those patient no matter the doctors recommend to them, now a days many hospital understand this matter very well so what they did they did offered a good Salary and Commission for Outside or Visiting Consultant who has existing market reputation as a specialist so they uses those consultant's credential to attract the patient from outside and inside referral and they thought this is going to work for them, but the doctors pull their own patient based on the nearest location of their patient, their patient comes and visits them so only it's profits for Doctors from both sides, but one thing is really matter when the Hospital runs a specific department for long time with loss,



still they were able to convince patient based on the satisfaction of majority of patient that so and so doctor is good, so then the patient coming from outside of the city still may show interest to try gastroenterology for their problem and if it's cure them then can recommend them, and the doctor start receiving huge crowd on day to day basis, now the risk is the doctor can leave the Hospital at any time or he may not available on sometime since he is a visiting doctor, so then it's only affects the Reputation of the Hospital not the doctors, seems he can sit in another hospital and all your investment and adjustment of your loss , he can eat from their by simply diverting his patient to that Clinic or Hospital

REPUTATION IS THE METAPHOR OF “BRANDING” so patient is only concern about their Health & Safety , if the patient died in a hospital and the news leaks to the media , this will trigger Patient by not to go to that Hospital instead Visiting other Hospital, so we can see many reputed and brander hospital still struggling to get enough business however they had enough infrastructure and good doctor, equipment and in Prime Location etc. example i will tell you how the metaphor works , HOSPITAL NAME + PAST INCIDENT OF DEATH + NEWS IN MASS MEDIA, this factor is triggering Patient to avoid the Hospital by simply looking at their Name



TECHNOLOGY CONSULTING:

Every Business needs Technology as their Risk or Medium which will help to make their process easier and simpler, so a Business always needs to adopt the latest technology otherwise if the Competitor has better technology still they can bit you with it, as any simple process not only reduce the time of customer but also reduce the price and also increase the efficiency of their products, so TECHNOLOGY IS SHOULD NOT CALLED IT but there are many things playing behind it, like Infrastructure + Design + Policies + Programming + Data + Communication + Governance + Engineering + Science + Skilled People + Time + Vision of the future etc. so any Business needs to survive today needs to have all of these together in their Product, Process, Design, Communication etc., now what is the FUNDAMENTAL in TECHNOLOGY , let's explore more, TECH+NOLOGY which means the all Psychology about Tech, where to Understand the PROCESS IS THE MAIN METAPHOR , if the company unable to understand it's process then they can develop such Technologies which can very heavy for their customer and internal team to learn and use it on day to day basis, that's why all brands or companies are successful today it's only because they Simplified their PROCESSES FIRST , THEN THEY MADE THE SIMPLE PRODUCT FOR THEIR CUSTOMER, and Voila it's Click through in the market, i would like to give an example here Google Vs. Ai i.e. Chat GPT, the common and Fundamental for both of them is "SEARCH ENGINE" as people like to search for Data or Information so that they Understand some Subject or Solve



their Problem , where multiple search is a time consuming task and lots of headache since you may found similar content being written in top 10 pages , but Chat GPT identified this Gap and come up with the Technology called Ai i.e. Artificial Intelligence and using the same search it is able to give precise and more customize answers to the clients, so Technology is always a Threat where if there is Market Gap whosoever will come up and close it they are going to rule for another 50 years in the market while doing more advance research and technological innovation that after few years many of the Tech based companies will become obsolete, now the question is will i survive if i integrate my Business with Ai i.e. Chat GPT? now for an example of online Tours and Travel Company, you have decent website, apps, and sales and customer care team and many other competitors also having the same now who is going get advantage of acquiring largest market share? the answer is nobody , yes nobody since , people soon no need to use site for ticket Booking as they will ask Chat GPT to give them best options for their travel with travel plan the Ai will guide them with best price, with justification, tour guide, and directly take you to the payment page where you just need to pay and then relax your booking has done and in your Chat GPT you will get your Air Ticket and possible Contacts, location, map, emergency contacts, Visa information etc. so it this a threat now for your business? yes it's a threat but you can't blame Chat GPT for this , since for long time the world was paused and it was needed more advanced project like Chat GPT, very soon it will change the entire industry and its outlook