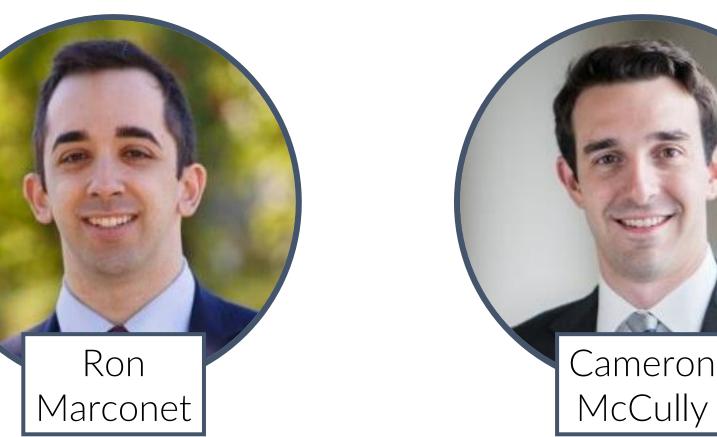
### **TEAM**



15.389 G-Lab 2016-2017
Feruni Ceramiche Sdn. Bhd.
Petaling Jaya, Malaysia







#### **CLIENT**

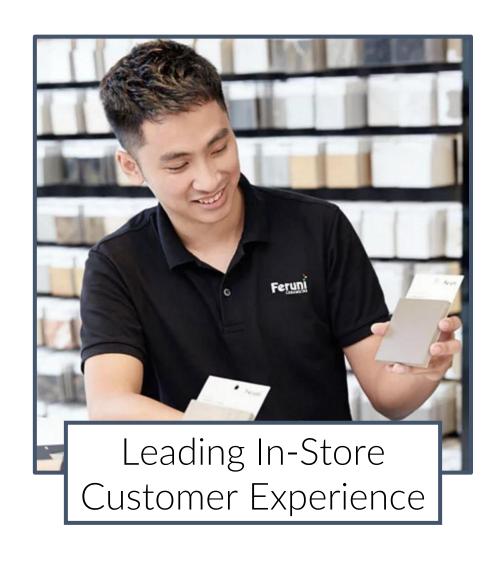
Feruni is a tile retailer, with unique differentiators from the commoditized tile industry....



Chintakunta



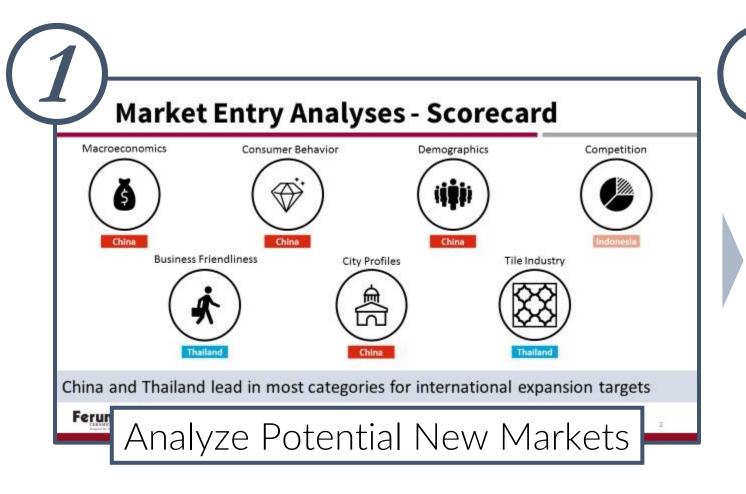




### **CHALLENGE**

As Feruni transitions past being a domestic start-up, how can the company use **structured processes** to effectively **sustain their unique**, **successful model** while becoming an **international leader?** 

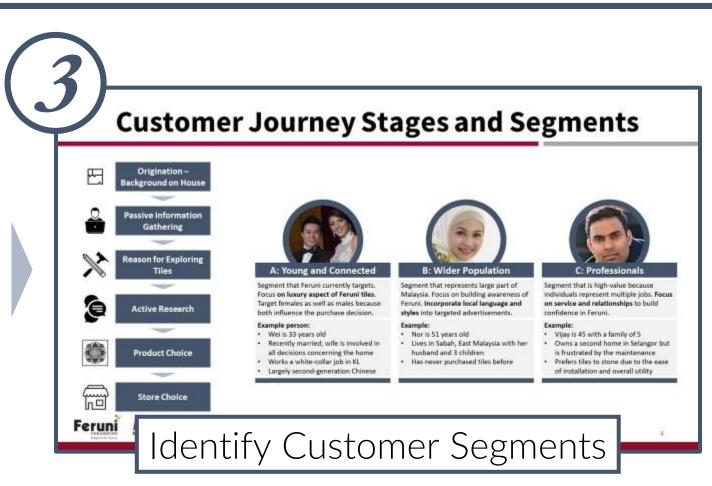
# **APPROACH & RECOMMENDATIONS**













Center marketing strategy around three discrete segments to attract more customers into stores

# **NEXT STEPS**

# Short-Term (1-3 mo)

- Build Salesforce architecture
- Identify customer segments
- Determine whether to expand via partnerships or solo

# Medium Term (4 mo-2 yr)

- Cross-train employees in Salesforce
- Gather and analyze customer data
- Sell pilot project in a new country

# Long-Term (2 yr+)

- Launch large-scale customer research
- Expand to new countries

