

GREAT LAKES GLOBAL THOUGHT LEADER SERIES

Dr. Seenu V. Srinivasan
Graduate School of Business
Stanford University

Dr. Bala V. Balachandran
Kellogg School of Management &
Great Lakes Institute Of Management

CREATING SUSTAINED PROFITABILITY THROUGH CUSTOMER CENTRICITY

Product / Service Development and Marketing using Conjoint Analysis



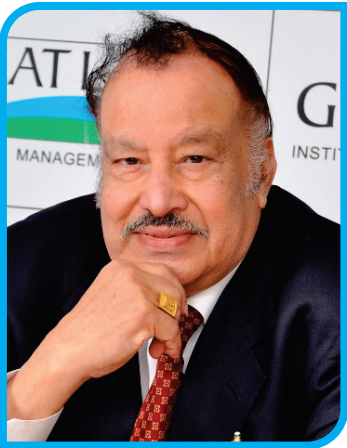
SPEAKERS



Dr. Seenu V. Srinivasan

Adams Distinguished Professor Emeritus, Stanford Graduate School of Business

Prof. Srinivasan is a globally renowned expert in the area of market research and the measurement of consumer preferences. He developed the technique of Conjoint Analysis and its application in product/service planning and pricing by predicting which among several multi-attribute products customers are likely to choose. His other research interests are measurement of brand equity and market structure analysis. He is a gold medalist from IIT Madras and has a MS and PhD from Carnegie-Mellon University. He was formerly the director of Stanford Business School's doctoral program, has received many best teacher awards and has been a consultant to many companies, besides being the recipient of the Churchill Award for lifetime achievement in marketing research.



Dr. Bala V. Balachandran

J. L. Kellogg Distinguished Professor of Accounting and Information Management, Founder & Dean Great Lakes Institute of Management, Chennai

Prof Bala, the legendary teacher of Management from Kellogg is a mentor to some of the leading academicians / industry leaders of today, advisor to Governments across the globe, Consultant / Director on the Board of a number of leading businesses like Godrej Consumer Products and Orchid Pharma and is the Chairman of Allsec Technologies. Some of the companies he has consulted with are TCS (India & USA), SAP, Unilever, Motorola & Baxter. His many distinctions include the Padmashri, the Outstanding Teacher Award at Kellogg, Sid Levey Teaching Award, Alumni Faculty Choice Award and the Ernst & Young Research Fellowship.

PROGRAM SCHEDULE

10:00 - 11:15	Session 1: Overview of Customer Profitability. Case discussions - Kanthal, Proctor & Gamble Speaker: Prof. Bala V. Balachandran
11:15 - 11:30	Coffee Break & Networking
11:30 - 12:45	Session 2: Conjoint Analysis - A customer focused approach to product/service planning and pricing including a hands-on card-sort exercise to practice the approach Speaker: Prof. Seenu V. Srinivasan
12:45 - 13:45	Lunch
13:45 - 15:00	Session 3: Interpretation of results from card-sort exercise and Empirical Illustration of Conjoint Analysis Speaker: Prof Seenu V. Srinivasan
15:00 - 15:15	Coffee Break & Networking
15:15 - 16:45	Session 4: Revenue Management. Case Discussion - Walmart Speaker: Prof. Bala V. Balachandran
16:45 - 17:30	Q & A

PROGRAM DESCRIPTION

Every professional engaged in product development, product planning and marketing is constantly seized with the question of how the target customers value the various attributes of their product or service. For instance, what attributes associated with the experience of flying from Mumbai to Delhi are customers willing to pay more for? Is it on-time performance, in-flight service, ease of getting tickets and boarding pass, specific seat selection, spending less time in lines, etc. Can this be methodically determined?

Conjoint analysis is a customer-focused approach to product and service planning and pricing. It is used more than 14,000 times each year by companies around the world to help in this process. Using this approach, one is able to answer questions such as:

Which aspects of my product/service are more important to customers?

How much is the market willing to pay for a new feature?

How much more is the market willing to pay for Brand A versus Brand B?

How do I identify “benefit segments” (groups of customers who are similar to each other in terms of what is important to them)?

What is the market-share (and sales) potential of a new product or service that I might introduce?

How should I price my product?

What is likely to be the market's reaction to specific competitive moves?

Prof. Srinivasan, a world renowned expert on Conjoint Analysis, will share how this approach can be used to answer these questions and demonstrate it with a hands on exercise. He will explain how companies around the world are using it to help in product development and pricing.

Prof. Bala V. Balachandran, an authority on Activity based Management, Strategy and Operational Excellence will focus on how to take a customer-centric approach to key business decisions and build robust operational excellence. How does one measure, monitor, manage and maximize the efficiency of capacity, costs and customers? Participants will takeaway an understanding of how a long-term focus driven by Customer Centricity and Customer Profitability will lead to improved Strategic Profitability.

ABOUT GREAT LAKES GLOBAL THOUGHT LEADER SERIES

GREAT LAKES GLOBAL THOUGHT LEADER SERIES (GTLS) is the latest in the significant initiatives that Great Lakes Institute of Management has launched in 2012 - 13. GTLS brings the world's foremost Management Gurus and thinkers to India, to share their leading-edge perspectives, insights and applications – with the Decision Makers and corporate leaders of the Indian Industry.

PROGRAM FEES & PAYMENT DETAILS

Criteria	Investment
Standard Investment (inclusive of food and hospitalities)	INR 15, 000
Early bird discount before 1st Feb 2013 (for the first 15 seats)	INR 13,500
Group discount (minimum 3 people)	INR 13,500

Payment may be made through electronic fund transfer to Great Lakes Institute of Management, SB A/c 423837528, Indian Bank, No. 1, Abdul Razak Street, Saidapet, Chennai, Tamilnadu – 600015 (IFSC Code – IDIB000S004), Great Lakes PAN – AACCG2885L and Service Tax number – AACCG2885LST001.

REGISTRATION

Please call Mr. Somashekhar at +91 97899 11632, or e-mail: shekhargreatlakes.edu.in to confirm the nominations.

ABOUT GREAT LAKES INSTITUTE OF MANAGEMENT

Great Lakes, founded by Dr. Bala V. Balachandran, is one of India's leading business schools, with campuses in Chennai & Gurgaon, led by exceptional academic faculty, steered by an outstanding advisory council and supported by numerous international collaborations. It is ranked among the top b-schools in India by Outlook, Business World, Business Standard, Career 360 magazines and others. Great Lakes offers full-time management programs, programs for executives as well as energy-sector focused full-time and executive MBA programs. It also has a proven track record of developing and delivering cutting-edge customized programs to meet the dynamic needs of India's leading companies.



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