Nomination: 21135

Driving Growth and Innovation: Strengthening the Core Product as a Product/Category Manager

Page: General Information

Name of Organization / Company

Brian Bell Trade Electrical

Logo

Download File (https://asiastevieawards.secure-platform.com/file/33386/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzM4NiwiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbmBB%20Trade%20Electrical%20logo%20%281%29.png)

Web Site Address

https://tradeelectrical.brianbell.com.pg/ (https://tradeelectrical.brianbell.com.pg/)

Page: Entry Information

Entry Title

Driving Growth and Innovation: Strengthening the Core Product as a Product/Category Manager

Category

X01 - X15 - Individual Professionals > X10. Most Innovative Product Manager of the Year

Submission Format

An Essay of up to 625 Words

Essay

Brain Bell Trade Electrical has long been recognized as the leading electrical wholesaler in Papua New Guinea (PNG). Among our diverse product offerings, cables have historically been the highest revenue-generating category. However, recent sales data has indicated signs of market saturation in the past few years. Despite this, significant opportunities remain, as approximately 60% of PNG's population lacks electricity, and multiple electrification projects are underway, presenting strong growth potential.

Product Offering and Market Position Analysis
A comprehensive review of our product portfolio confirmed that we stock a full range of cable products, catering to both large-scale infrastructure projects and household applications. Additionally, a competitor price analysis yielded mixed results, while we remained competitive in some categories, others were overpriced.

Pricing Strategy and Supplier Negotiations
As an initial step, we revisited our product costing structure to refine our pricing strategy and improve competitiveness. We standardized costing methodologies to ensure consistency across all processes. However, despite these refinements, pricing inconsistencies persisted across different product groups, some products remained overpriced, while others were priced low.
To address this challenge, we initiated negotiations with our suppliers to secure better pricing, allowing us to pass on more competitive rates to our customers. After visiting key suppliers in Australia and China, we successfully finalized pricing agreements, bringing greater stability to our cost structures.
Despite these efforts, we recognized a crucial gap in our pricing spectrum, the absence of a mid-range pricing option to complement our product range.

Expanding Supplier Partnerships for a Balanced Offering
Historically, we sourced cables from two key suppliers:
1. A premium Australian brand – offering high-quality products with short lead times but at a higher price point.

2. A certified Chinese manufacturer (Australian-branded) – providing AS/NZ quality standard products at a more affordable price, albeit with longer lead times.

To bridge the gap between premium and budget-friendly options, we explored suppliers within the Pacific region, an innovative approach we had not previously considered. This led us to Pacific Cables in Fiji, which emerged as a strategic partner offering quality products at a mid-range price point with reasonable lead times.
Following detailed discussions on product placement, commercial terms, and a sole distributorship agreement, we conducted an on-site factory evaluation. The technical assessment confirmed their manufacturing capabilities, paving the way for a promising long-term partnership.

Product Development & Line Expansion
While our existing range is comprehensive, product line stretching is critical for fast-moving items. To meet diverse customer needs, we introduced multiple drum size options, including 100m, 500m, and 1000m. Additionally, gaps in our offering were addressed through the introduction of Pacific Cables' products, ensuring a well-balanced portfolio suited to various market segments.

Product Launch and Promotional Activities
To introduce our new product line, we organized trade nights in Port Moresby and Lae, PNG's two largest cities. These events connected key account customers with suppliers, creating a platform for product demonstrations, customer education, and awareness-building.

Successful Market Penetration and Growth
These strategic initiatives delivered immediate results, our initial test order sold out within weeks, prompting two urgent replenishment orders to ensure continuous supply.
With the successful introduction of good, better, and best product tiers, our cable segment has experienced significant revenue growth, measured in millions of Kina. Our expanded product portfolio is now well-positioned to meet the evolving needs of our customers while reinforcing Brain Bell Trade Electrical's market leadership in PNG's electrical industry.

Regional Trade and Economic Impact
Sourcing from Fiji not only strengthens our portfolio but also enhances regional trade and integrates Melanesian culture into our business ecosystem. This initiative fosters economic collaboration, driving sustainable growth across the Pacific.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

My team at Brain Bell Trade Electrical

Management Team at Brain Bell Group

Management Team at Pacific Cables

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[redacted]

[redacted]

File 3

[redacted]

File 8

[redacted]

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[redacted]

URL 4
URL 5
URL 6
URL 7
URL 8
URL 9
URL 10
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