Gain City’s simple secret to success

The consumer electronics retailer has kept things simple by delivering quality service alongside guaranteeing the lowest prices for its products say CHAN CHIA HENG, MARC; NG HAN MENG, KENNETH; and VAIBHAV SAHARAN.

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LIBERT Einstein once said, “Every-thing should be made as sim-ple as possible, but no simpler.” Though delivered in a different context, the remark underscores the virtues of simplicity and can certainly be applied to business. Home-grown retailer of consumer electronics Gain City Best Electric precisely exemplifies the merits of simplicity, and of Einstein’s remark, in achieving business success.

The retailer recognised the importance of the brand name at an early stage and has since worked towards maintaining a reputation for trustworthy and superior quality. Established in 1981 with the simple goal of improving customers’ lifestyles, Gain City has now evolved into the island’s largest retailer of air-conditioners and a one-stop store for consumer electronics. All along, it has kept things simple by delivering quality service alongside guaranteeing the lowest prices for its products.

The brand promises: “Everything we perform and anticipate to achieve ultimately revolves around our customers. We aspire to provide the best possible service at every point with our customers.” It is a simple philosophy that has helped the company win the Enterprise 50 Award for the third time last year.

Gain City’s “eight days lowest price guarantee” is proffered to ensure total customer satisfaction. It offers a full refund within eight days of the purchase if the customer finds a better deal on the same item elsewhere. With such a customer-centric approach, shoppers have nothing to expect but the very best.

Gain City’s cost leadership springs from various factors. Being the largest air-conditioner retailer in Singapore, it imports air-condition installation material directly and has its own air-con bracket fabrication department, without going through a middleman. This also allows the company to maintain stringent quality control on the product. In addition to offering economies of scale in bulk purchasing, the broadened market has ensured a wider range of products and services offered by the retailer. Gain City also operates as a wholesaler to distribute air-con spare parts and related materials to other industry players.

The benefits are ultimately enjoyed by customers in the form of reduced prices, wider selection and better quality. In fact, such is the company’s ability to control costs that it has offered rock-bottom prices even for newly launched products. These prices have always been set as a benchmark and are used as a price reference by the other retailers in the industry.

To ensure superior quality and safety in installation, the company’s in-house air-con installation technicians undergo certified training to conform to Building and Construction Authority (BCA) standards. With over 100 service vehicles plying the island, each team effectively covers a smaller area and can therefore better respond to the needs of their customers with reduced travelling time, thereby improving productivity.

Gain City’s home-grown roots give it the advantage of having a better understanding of the market and a good feel of what the customers want. The 30 per cent per annum increase in sales turnover for the past five years and quick inventory turnover substantiate this. It relies heavily on word-of-mouth promotion and offers various loyalty programs for successful customer retention.

Besides its outstanding performance in the retail and wholesale sectors, the company is also a turnkey service provider in the commercial, industrial and residential areas. It has successfully garnered various mega world class events, including the Singapore F1 Night Race, world-class golf tournaments, the world’s first Youth Olympic Games, the World Bank’s conference and multiple world-class air shows.

Despite the 30 years of operation, Gain City is not resting on its laurels yet, but is determined to grow to newer heights. While the company remains focused on its long-term goal to emphasise service excellence and maintain good relations with its customers, it constantly explores new avenues to complement its presence operations. More expansion activities are planned for its dynamic customer pool while current channels are being overhauled to gain greater market presence.

Its core values that have made it “your trusted choice,” as its motto goes, remain intact and strengthen its pursuit of providing a unique full-service shopping experience to customers.

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