

## **KILLING THE COMPETITION AND MARCHING TOWARDS SUCCESS –“SYNECTICS FORUM “**

In order to survive in a very competitive field the Furniture manufacturers , Architectural and Real Estate Consultants are forced to find various options including cutting costs and at the same time increasing productivity without any compromise on quality and supply.

There are many Architectural and Real Estate consultants in India but we take pleasure in presenting “Synectics Forum” an organisation with a zest to outperform others by benchmarking the best and the latest in market.

Formed by four aspired individuals after having set a sound platform in real estate, it has progressed remarkably since then in rather a short span of time. This was possible because of the focused, professional approach shown by all the individuals including the staff. The founder members of Synectics are graduated from reputed institutes across India and have carried out almost 10,00,000 (Million) sft of some prestigious Fit-Out projects, individually or otherwise.

For definition, Synectics is a Greek word which means **"fitting together diverse elements for a specific purpose"**. Furthermore, another derived meaning of Synectics is **"An approach to arrive at a solution based on the creative thinking of a group of people from different areas of experience and knowledge whereby ideas are brainstormed to achieve desired objectives"**. This helps synergize the efforts, thereby giving value added end product to the client within stipulated time frame and budget.

Fundamental principles that Synectics had always believed in and practiced were

- “Committing Values, Valuing Commitments” is not just a punch line. It was their culture, ethics and way of life. They stretch themselves just a little more to offer priceless creation, every single time and always put utmost efforts to live by what they promise.
- The ' ABCDEF ' guide was well and truly understood by all in the organization, which stands for the following. A -Aesthetics, B -Basics, C -Cost, D -Durability, E - Effectiveness and last but not the least which is F -Functionality
- For them, a 'client' is always the end user or consumer and not just the one who awarded them the job, despite being the highest authority of the organization.
- Each individual associated with Synectics should be a beneficiary at the end of the day. Their team was not limited to their staff but encompasses all sectors and sections that help them to achieve their goals.
- They motivate themselves not to become repetitive so that every product created by them had a separate identity of their own and also the best end product.
- They also believe that within every problem lies an opportunity and there is no limit to such opportunities.

These are made possible by them because every opportunity is pursued to evolve endless solutions and every solution is explored to its deepest point. This organisation has no dearth of thoughts and they flow freely and ideas are born every day where every moment is a relentless race towards achieving perfection and then improving upon it.

They, with over 25 man years of extensive experience of top management in the field, provide solutions beyond architecture domain and also take care of all responsibilities and activities of interior and exterior development.

The management enthusiasts created professional interfaces for catering related services to verticals across all segments and industry. The enthusiastic management of the organization comprises of the youth and thoughts of the present of generation.

They also understand the generation-next preferences and priorities and their approach is to provide solutions with a difference, applying innovative techniques and communication. The

main objective is to excel beyond normal offering and application of creativity, style and aesthetics. Their professional beliefs have always been collective working and productivity. Those have been testimonial in their success in garnering support of innumerable clients. They believe in the thoughts that **"Ideas have shaped the course of history and will continue to do so; Experience and knowledge truly get realised only when they are used ethically and righteously for customers' benefit; Creative thinking gets more inspiration when innovation is mixed with it."**



The company started with a modest turnover of INR 80 lacs in the first year, but witnessed high mounting rise & a growing graph of over INR 3 Crore and INR 15 Crore in the second and third year respectively and expecting to achieve INR 25 Crore in this year.

With such a year-on-year growth in terms of turnover, Synectics anticipates incremental growth of 40% per annum in the coming years as a practical increase in terms of growth.

Synectics mirrors a growth in the spectrum not only in terms of turnover, but also in radically growing volume of clients from various segments and strata.

The visionaries have a clear insight of the business trends in the industry and wish to excel and expand on the bases of service and solutions.

With this in mind Synectics had gone ahead procuring Homag machines for their modular furniture project and finalised on the following machines.

### Efficiency meets performance

They decided to invest on Homag machines as they realised that the machines are quality ones and their service is excellent , you never have to wait long to have someone out here, which is a huge benefit and bonus .

Whether woodworking shops or industry, the right degree of technology and convenience is the key factor for successful panel-sizing operations. The spectrum of the 3 series from Holzma ranges from the compact single saw to the professional angular system. They decided to go for Holzma HPP 350 as they were sure of finding exactly the right solution for their production requirements – ideally matched for size, performance, compact, versatility and quality.



They also planned for Brandt Ambition 1650 edge banding machine since the powerful motors on all the units provide the unrestricted power that is needed to process a broad spectrum of different parts. The machine is also equipped with a precision gluing unit, a tiltable end trimming unit, a multi-functional top/bottom trimming unit and a contour trimming unit. A perfect finish is guaranteed by the radius scraper and a buffing unit. The real benefits are banding of edges up to 12 mm in thickness with a variable feed rate of 8-18 m/min.



Also finalised on Weeke CNC Processing center BHX 050 as the machine is a smart all-rounder for drilling, routing and sawing and can have the following distinct advantages viz saves time, saves space, simple to operate, trouble free and on top of all these is saving a lot of money.

Decided to go for Homag Processing Centre BAZ 311 since it is a very versatile machine which can be used for producing furniture components today, an interior fitting part tomorrow, a solid wood staircase component later, also for door and window production and so on. It is precisely this outstanding versatility which makes it very efficient, high performance all rounder machines, guaranteeing a sharper competitive edge for their production.



Mr. Mahesh Nilakh, Managing Director of Synectics is very proud to say that they are 100% Homag customer now and whenever future requirement arises then they will go for Homag machines only. He also feels that the training and support given by Homag India had helped him a lot to achieve the desired results without any difficulty.

He also feels that they increased their production by 60 to 70 % due to these advanced Homag machines and the cash flow had also improved because the system's coordination of job planning and purchasing means and there is no over ordering resulting in lot of savings for the organisation.

The Director also highlights the following “Strengths” of their organisation which play a very significant role in achieving their objectives.

- Delivering complete project solutions
- Engineering techniques
- First to last capability
- Beyond best practices to next practices
- Unyielding integrity
- Creating products that meet client's vision

They aim at becoming first movers and trendsetters in the industry by providing value added services and achieving perfection by applying knowledge and delivering creative solutions.

Their Goals

- To produce quality design by transforming clients' vision to the perfect utility.
- To optimize space utilization & maintain synergy between aesthetics, functionality & circulation.
- To deliver projects on time & within budget.
- To impart impartial advice, value for money & solutions that are technically & commercially viable.

They have entered various fields and to name a few

- Turnkey Interior Design and Consultancy
- All kinds of Modular Furniture
- Real Estate Consultancy
- Landscape Architectural Works
- Logistic Support
- Environmental Engineering Consultancy

Most people including their competitors wonder how Synectics have always been able to offer project solutions to clients at such incredible price and are committed to offering hassle free operations to the end users. The answer to this lies in the fact that they work at grass root level. This helps them to achieve the costing at true market price cutting down unnecessary escalation.

They project a Conversion ratio of over 15%, which is rare to achieve amidst cut-throat competition today. Further a Repeat ratio of over 50% again goes to show the amount of trust that their clients are showing in them. 100% result on completing projects within stipulated budget, which is a clear evidence of their congruence with client's expectations.