

Four Ways Startups Can Differentiate Themselves From Big Companies

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Market share is very important to a company. The dominance of big companies in business creates anxiety for the small, growing startups that have yet to establish themselves as leaders in the business community; these smaller companies are looking not only to gain a share of the market but to eventually dominate it. In the past, we have seen startups become suppressed by large companies to such an extent that they either exit from the market or collapse altogether.

The dominance of big companies over smaller ones stems in part from the behaviour of consumers, who feel that big companies are safer and more stable during times of economic turbulence. Given these challenges, small companies must come up with strategies to neutralize the influence of big companies and acquire the lion's share of the market.

What can small companies do to tackle these challenges and ensure their survival?

1. Leave pre-packaged solutions to the competition

Startups should align themselves with the interests of their clients based on the type of customer, population, market, gender, and economic proficiency they are targeting. Small companies may be able to take advantage of cost efficiencies and market contingencies based on government policies that are in place in the country they are operating in. In particular, a country's economic policies may help to support small companies by providing equal chances to all companies to explore the market; however, these policies may still not create the "perfect" situation for a small company.

For example, a company might get into a sticky situation with an employee. In these situations, companies should resolve the issue in a way that does not have a negative impact on their clients. For this reason, they may be encouraged to go for the cheapest and quickest fix that will keep the problem out of the public eye. However, there may be other solutions that are a better fit for the company's values. It's therefore important to understand who within the company has control and who does what when terminating an employee.

2. Hire external consultancy services

Most small companies are susceptible to problems that can cripple their business because they are new in the market. To mitigate this, companies should hire a consultant to work in their office on a regular basis (e.g., one or more days a week). The firm consultants contracted should be senior human resource professionals who have worked on similar projects and with similar companies before. They should also be experienced in employee relations, recruitment, and helping the company's administration team.

3. Create a layered, brilliant and competition-killing brand

Company brands sell; however, small companies should focus on the quality, image, and community of their brand. Company brands must align with the company's inbound and outbound marketing efforts. Inbound marketing is frequently positioned as the future of marketing by both small and competitive companies. In reality, inbound marketing is simply another tool in a company's marketing tool belt.

At the very least, company brands should meet the following recommendations:

Small companies should understand their brand (e.g., internal beliefs and communications)

Small companies should understand their best potential audience(s) to target

4. Pricing, Product and Organization

Product pricing is dependent on income and profit and may vary widely based on supply and demand. When attempting to gain market share, small companies can differentiate themselves from larger companies by offering lower prices or offering superior products and services that allow them to charge higher prices.

Small companies can also distinguish themselves from larger companies through the products they offer. For example, they can come up with highly innovative products that meet customer needs.

After all, optimizing customer satisfaction is typically a greater focus for small companies than it is for their larger competitors.

5. Be nimble and flexible with your Digital Marketing Strategy

If you're running a startup and considering professional search engine optimisation to get your online presence off to the right start, there are a few critical points you need to be aware of.

Apart from familiarising yourself with the principles regarding the importance of sustainable good rankings, and how they back up a carefully curated online presence, there are a number of basics to keep in mind right from the start of the campaign. These include but are not limited to the initial investment that's required in your campaign in order to fast track results in a way that can be maintained, as well as targeting your efforts according to the usage habits of your target market.

Big, established companies find it very hard to be flexible with their strategies. This gives startups a huge advantage when compared to big companies.

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