

Nepasoft: It softly changes for the better

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LOOKING at the speed at which information technology is growing, a company in Nepal made a commitment not to let the Nepalis people lag behind. Thus, World Distribution Nepal was established to fulfil the growing demand for information technology in Nepal. Since 1994 the company has been dealing mainly in computers, printers, network/communication equipment and office automation equipment, trying to bring in up-to-date international technology to Nepal. World Distribution Nepal is a diversified, competitive and service oriented professional organisation. The company sells not only hardware but also provides software solutions, trains clients as well as installs and

maintains networks. The need for a software division was observed to help such an organisation run successfully. Therefore, in September 2000, the company opened a new division and named it Nepasoft Solutions. The new unit was created to engage in different aspects of software development and systems design. The main objective behind forming a new branch was to help clients manage their information more efficiently. **Solutions at hand** As soon as the new division was created, they began functioning effectively and efficiently. They began to bring in new software, which is helpful for any organisation to function, resourcefully. Software cannot be made in advance and cannot be sold to any customer. The company has to research for a

cause and then approach the organisation with the required software. "With increasing regulatory pressures and an expanding customer base for mobile subscribers, Nepal Telecom was facing document management challenges in a number of areas within Nepal Telecom and with the customer base. Nepal Telecom had to verify citizenship cards, passports and signatures manually, which is not only time consuming but also a tedious process," says Bimal Tamrakar, executive director at Nepasoft Solutions. The software produced by Nepasoft not only made the work of Nepal Telecom easier but also made the process of working more efficient. "After successful implementation of the software — docblitz documents, Nepal Telecom is now

able to verify required documents as and when required from remote terminals and critical business decisions have become more efficient and effective in a secure environment," adds Tamrakar. Short messaging system has made the lives of people easier but PigeonTM SMS seems to make it better. Now the customers are facilitated with various enquires at the press of a button. All thanks to Nepasoft, as PigeonTM not only helps customers check their balance and pin codes but also enables them to gather other information from their mobile sets. Tamrakar shares, "We have provided these facilities to banks like Kumari, Himalayan and Machhapuchhre. They in turn are able to provide services to their customers to check their account balance, transaction enquires, cheque details and exchange information." The company promised not to stop at this. "The SMS capabilities to add services will not stop at this stage and it will be growing in scope and features with the capability of scaling as fast as the market wishes it to. And we can do that on PigeonTM," says Tamrakar. Nepasoft is evolving and with time becoming better. The company is coming up with a new software — RemitronTM that will soon be launched in the market.



He further adds, "We are here to take up any worthwhile challenges that come up, which adds value to our country in any way which. That will give us satisfaction of achievement which is at par or even more than profits." **Cutting edge** For a product to gain recognition it requires immense practical advice. Client's suggestion and their requirements become very essential to develop the product. "The requirements from target clients as well as their suggestions help us grow into a better organisation creating solutions, making their lives easier and better," says Tamrakar. He further adds, "That is the most natural way and the process has to remain dynamic as far as the product evolution is concerned." The market has no dearth of international brands and products, which offer products at less cost without compromising on quality. However, the product made within the country keeping in mind the problems of the clients would be a better choice. "This may be a window to request all Nepalis to recognise that we have the

local talent par any once given required exposure and the software we create are many times superior to the globally branded ones," shares Tamrakar. No matter how brilliantly the software has been created the clients also weigh affordability. "We assure the best of services and affordable prices at Nepasoft. Our brands are rigorously tested and are used in reputed organisations. The concept of document management system is new to Nepal. Nepasofts R&D is continuously working with global partners and clients to improve the products and product portfolio in the ever-competitive local as well global market," says Tamrakar. **Going global** Nepasoft is aspiring to go global. They have created software — DocblitzTM in a Japanese version and have also marketed it in Japan. Besides they have also made the software — DocblitzTM available at Biratnagar and Pokhara customer centres of Nepal telecom.



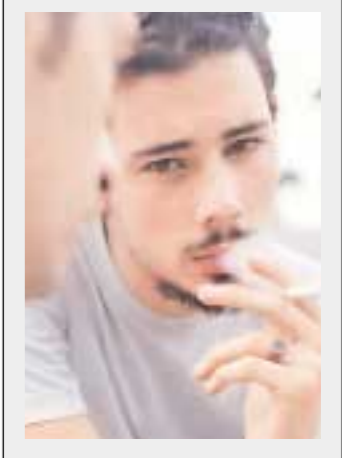
BRAND NEWS

Auto sales rebounding, Asia emerges winner

Associated Press Drug company Pfizer has pulled its advertising of arthritis drug Celebrex following a study suggesting it could cause heart attacks and strokes. Pharmacia has accused the company of promoting the drug despite an American study showing the side effects. Pfizer Marketing Manager Tim Jones is rejecting Pharmacia's comments, saying the study it is referring to relates to a similar drug, Vioxx, and not Celebrex. However he says advertising ceased last week in order for further research to be carried out. Mr Jones says the company will be informing doctors of the possible side effects. **NEW VEHICLE** sales are likely rebounding this month from a disappointing November, and the big winners again are expected to be the top Asian brands, analysts say. Merrill Lynch analyst John Casesa forecasts a brisk annualized selling rate of 17.6 million units in December, versus a rate of 16.7 million for the first 11 months of 2004. Burnham Securities analyst David Healy predicts a slightly lower selling rate of 17.2 million to 17.3 million for December, below last December's pace of nearly 17.5 million units. Pfizer pulls celebrex ads:

Cigarette ads go up in smoke

The Guardian against the tobacco manufacturers in their bid to overturn the regulations in October. The health secretary, John Reid, said: "Tobacco advertising and sponsorship have encouraged children and young teenagers to start smoking by promoting the image of smoking as glamorous. We know that this is not the case — it is addictive and deadly." Mr Reid said the new regulations would mean people were no longer "bombarded" by the large, colourful tobacco advertising at their local supermarket or corner shop. Jean King, director of tobacco control at Cancer Research UK, welcomed the new restrictions. "Point of sale has been an opportunity for tobacco companies to promote their deadly products, and we are pleased that this loophole has now been closed. "We fully support a ban on all tobacco advertising and promotion because research shows it saves lives," she said. **TOUGH** new measures to further restrict cigarette advertising in shops, pubs and clubs come into force today. The total space taken up in advertising for all tobacco companies at kiosks and other places selling cigarettes will now be limited to an A5-sized area — around the size of a paperback book. This space will also have to include a health warning taking up 30 per cent of the area. The regulations also mean that vending machines will only be able to carry a picture of the products on sale. The restrictions will be enforced by trading standards officers and violations will lead to fines of up to £5,000 or five months in prison. The Department of Health said the new regulations — part of the Tobacco Advertising and Promotion Act — were among the strictest in the world. The crackdown comes after a victory by the DoH in a legal battle



Multi-million dollar cinema ad

The Guardian
London

WITH AN Oscar-winning actress, star director, couture outfits designed by Karl Lagerfeld and a Debussy soundtrack, it could be the latest blockbuster film. And at an estimated cost of up to \$33m, the new two-minute commercial for Chanel No 5 costs more than many full-length features. The ad, which reunites Nicole Kidman and director Baz Luhrmann following their Moulin Rouge escapade, debuts in the UK with Bridget Jones: the Edge of Reason. Otherwise known as The World's Most Expensive Ad, No. 5: The Film has attracted as much

hoo-ha as the chick-lit sequel. By appearing first on the big screen the ad has also given the cinema advertising industry something to crow about. Christine Costello, chief executive of Pearl & Dean, Britain's second-largest cinema advertising house, says that No 5: The Film underlines the buoyancy of the market. The vice-president of the Cinema Advertising Association predicts that this year will see 180m cinema admissions in the UK, the best for 32 years. Sequels - Spiderman and Shrek as well as Bridget Jones - have driven this success, to the satisfaction of advertisers who like less risky follow-ups. Sales houses are already salivating over Bridget Jones, despite the

poor reviews, because of a mixture of its target audience - relatively well-paid women aged between 20-44 - and its timing, the all-important run-up to Christmas. With all the confidence of Marilyn Monroe wearing Chanel No 5, Ms Costello says: "Bridget Jones 2 will take more advertising money than any film since Star Wars in 1999." The glare of such publicity, however, has failed to hide the dark shadows of an industry in a state of flux. Rob Arthur, a partner at independent consultant RAAM management, says corporate upheaval has made for "interesting times", adding: "The industry is in a state of transition." Cinema advertising is expensive and

seen too infrequently to match television, for example. However, its benefits include exclusivity (there are only a few ads shown in a typical 10-minute slot) and impact (nobody gets up to make tea in a cinema ad break), as well as the youthful profile of most cinema-goers. Mr Arthur believes admissions will continue to grow at about 2-2.5 per cent in the coming years. Funnily enough, Kidman's fabulous appearance is redolent of nothing so much as the post-war era Follies. "In good times or recession," he says, "cinema is still a reasonably cheap form of escape."



KLEENEX, the world's first facial tissue, has remained the No. 1 brand since its invention in 1924. Today, Kleenex is manufactured in 19 countries and sold in 150. Without a doubt, it is an all-time success story in the world of business. **1872:** Kimberly, Clark and Company established in Neenah, Wisconsin, with \$30,000 capitalisation. Four

young businessmen, John A Kimberly, Havilah Babcock, Charles B Clark, and Frank C Shattuck, joined forces as partners in this Wisconsin village and put together the modest sum of \$30,000 to start Kimberly, Clark and Co. **1879:** Scott Paper Company founded in Philadelphia by Irvin and Clarence Scott. Brothers Seymour and Irvin Scott ran a paper commission business for

twelve years, but the poor economy in the 1870s forced them out of business. Irvin and his younger brother, Clarence, then decided to form their own company out of the remains of the first. Irvin reportedly borrowed \$2,000 from his father-in-law and added it to the \$300 the two brothers had to form the capital of Scott Paper Company. **1890:** Name changed to Kimberly & Clark Company. Incorporated with a capital stock of \$400,000. By 1880, the company had done extremely well, so the partners decided to incor-

bathroom tissue. Manufacturing the then "unmentionable" product was the turning point for the company and would pay huge dividends for a long time. **1906:** After the deaths of three of the four founders, Kimberly & Clark Company is reorganized and incorporated as Kimberly-Clark Company with capital of \$2 million. Following the reorganization, John A. Kimberly gradually withdrew from an active role in the company. He continued as president, retaining the title until his death on January 21, 1928, at the age of 90. For the last 20 years of his

In 1916 Scott Paper adopted the slogan: "It's the counted sheet that counts." Scott took the lead against its competitors by selling bathroom tissue by the sheet, changing the marketing strategy of the industry. **1920:** Kimberly-Clark sets up the Cellucotton Products Company to sell Kotex feminine pads. Because of the public's disdain about openly discussing menstruation and not knowing how this attitude might affect K-C's good reputation, the company decided to market Kotex feminine pads through a new subsidiary, Cellucotton

the person finished the sentence a chorus rang out, "They're thirsty!" Out of this meeting came the idea of "Thirsty Fibre" and the film was titled "The Absorbing Story of Thirsty Fibre." **1924:** Kimberly Clark introduces its disposable "cold cream towel," Kleenex facial tissue. Women's growing use of cosmetics and cold cream gave K-C a market for its tissue as an economical makeup remover. Kimberly-Clark advertised its product as a "sanitary cold cream remover" that could be thrown away after every use. **1978:** Kimberly-Clark introduces Huggies diapers. With elastic at the legs and an hour-glass shape, Huggies diapers were an instant hit when introduced in 1978. Over the years, K-C researchers have continually improved the product's absorbency and fit, making Huggies the number one brand in the US. **1989:** Pull-Ups training pants are invented. Retired Chairman of the Board and CEO Wayne R Sanders, who was at the time president of the Infant Care Sector, launched Pull-Ups disposable training pants in 1989 without first test marketing the product. It was a bold but successful move as parents welcomed the arrival of this first-of-its-kind product for toddlers.

1995: Scott Paper and Kimberly-Clark merge. After months of negotiations in 1995, the merger was announced on July 17, 1995. The \$9.4 billion merger created a Fortune 100 global consumer products company. **1998:** Kimberly-Clark introduces Huggies Little Swimmers disposable swimpants. Available in over 25 countries, Little Swimmers swimpants means hassle-free water fun! They protect in the water without swelling up like diapers and tearaway sides make changes a breeze. **2002:** Kimberly-Clark introduces The Neat Sheet ground cover — a water-repellent, cloth-like, machine washable alternative to the bulky beach-blanket, bedsheet or tarp.



The Kleenest win!

porate as the new Kimberly & Clark Company, with a capital stock of \$400,000. **1889:** Kimberly Mill built and town developed. To build a large new pulp and paper mill, the firm bought farmland and water power rights along the Fox River three miles east of Appleton, Wisconsin. As part of the development, the company built a hotel and 60 houses which were sold or rented. For this project, Kimberly & Clark turned the design over to renowned architect A. B. Tower of Holyoke, Massachusetts, who was called by John A. Kimberly the "prince of paper-mill architects." **1890:** Scott Paper Company becomes nation's leading producer of bathroom tissue. By 1890, Scott Paper became the nation's leading producer of

life, he lived in Redlands, California, effectively letting others run the firm. **1907:** Scott Paper introduces the Sani-Towels paper towel, the first paper towel in America. Scott Paper invented disposable paper towels for use in Philadelphia classrooms to help prevent the spread of the common cold from child to child. **1915:** Kimberly-Clark begins to manufacture creped cellulose wadding named Cellucotton. The Globe mill in Neenah, Wisconsin, was rebuilt to produce Cellucotton as a substitute for cotton. It was first used as bandages for wounded soldiers in World War I. After the war, Cellucotton led to the development of Kotex feminine pads and Kleenex facial tissue. **1916:** Scott Paper changes an industry marketing strategy.

Products Company. Dealers refused to display the product on their counters and would not put it in their show windows. The few who did sell Kotex pads would hide it behind counters or in backrooms. Magazines and newspapers refused to accept advertising for it. The company pressed on, however, and eventually advertising was accepted. **1921:** Scott Paper introduces "Thirsty Fibre." Creative minds were put to work to come up with a catchy title for a 1921 commercial motion picture portraying the entire process of ScottTissue towel manufacturing. The discussion evolved into looking closely at the towels themselves. People noticed the knit of the paper, its cross-weave. Finally, someone said "it's the fibres, they're..." Before

(When the company changed its advertising in 1930 to emphasise usage as a disposable handkerchief, sales soared.) **1942:** Kimberly-Clark produces M-45 anti-aircraft gun mounts. These gun mounts as well as fuses for heavy shells were among many products the company made for the Armed Forces in World War II. For its production performance, K-C received two Army-Navy "E" Awards. The "E" stood for Excellence. **1955:** Scott Paper is the first paper producer to advertise bathroom tissue on national television. Scott was an innovator in television advertising and became the first paper producer to advertise bathroom tissue on national television when it aired a commercial for ScottTissue.

