

Cronus: Telling time in style

It is quite rare for a brand to come out with a product that offers the right combination of style, quality, and affordability catering to just about everyone's palate. Where the trend has mostly been to cater Veblen goods to the crème de la crème of society, scooping up huge helpings of "the pricier the better" mind set, Cronus, a semi high-end online watch retailing website, seems to be challenging this marketing strategy in style.

BEHIND THE SCENES

Just like any ambitious start up, Cronus has a vision to culminate into something big — for themselves and their customers.

"By reputation, high-end watches are an expensive commodity, and not easily accessible or affordable to many. In order to make that breakthrough between being affordable and stylish — there was but one way to go — minimalistic. That involved a tonne of research into what designs we could bring — something in it for everyone," said Hammad Rahman.

VISION

Each new business has an inherent vision of what they want their product to look like and where they wish to stand in the next couple of years or more. With Cronus, Hammad was very clear, saying, "We want a product that customers would enjoy — not simply something that is skin deep and only there to make money. Customer service is also a big thing for us."

MARK OF DISTINCTION

Cronus has quickly become known for its exceptional customer service, making its mark in that category very early on in the game. Customers have exchanged belts and accessories, received expensive watches at a discounted price when the lower priced one they initially wanted was out of stock, and have been given no-questions-asked exchange benefits through Cronus. And with such benefits and product quality in store, Cronus is certain their customers will keep coming back for more.

Hammad also mentioned about their handwritten notes and handing out high discounts to their top customers, or what they call the Cronus Family, to add a personal touch; something not very common with entrepreneurs in Bangladesh.

"True customer service is very rare in Bangladesh, but Cronus chooses to think differently. If something does not feel right to me as an owner, it will not be put forward to my customers. For us, our customers must be treated as well as we treat ourselves, if not better," affirmed Hammad.

A lot of care and thought goes into the development of their products. Even something like choosing the alloy and its ionisation needs careful consideration as this is a humid country. All this for watches that do not cost more than Tk 3000 is unheard of.

BEYOND THE HORIZON

Could Cronus ever be equated to one celebrity face? Anyone who embodied the values of the brand? Regarding this, Hammad says, "My brother Nawaz casually mentioned it would be cool to have Dhoni wear our watches someday!" While that may be years away, Cronus has a very methodical



approach to brand management and how they plan to get there.

By Munira Fidai

Photo courtesy: Cronus Watches

Amber Room opens at InterContinental Dhaka

Unique recipes making up a special dinner, and a fine dining experience that is all about new and different things — diners can enjoy all of the above and much more at InterContinental Dhaka's latest addition, "The Amber Room."

Fusion cuisines and local twists are the heart of the menu at the Amber Room. Some of the highlighted items would be Crab Ravioli in orange flavour, aged beef steak, lamb rack, as well as the ever favourite kachchi biriyani. A special attraction of the menu is the "Catch of the Day," which presents new platters every day. For a sweet finish, profiteroles, cheesecakes, tarts and many other delectable dishes in eye-catching

presentations are all available.

When defining the Amber Room, the hotel's Head Chef Reynaldo S Dulatre mentioned, "It takes experience and immense passion to combine the different styles and create different cuisines."

It's not just the menu, the décor too sets the Amber Room apart. The wooden interiors create a steak house look with a touch of finesse. Paired with the paintings on the walls, the overall setup is one of calmness.

Timing: 6:30PM to 11:30PM

Reservations: +880 2 55663030

For more information, visit <https://www.facebook.com/InterContinentalDhaka>

Female Travelers Network Bangladesh – a step forward for the women travellers

On 1 January, 2020, Female Travelers Network Bangladesh (FTNB) started as a group to provide support for travel-loving women hailing from Bangladesh and abroad. The group organises intercity tours, day trips, trips abroad, and personal and other customised trips as well — along with top of the line security.

Elite Force is the group's security partner,

which is among the leading firms in this field in Bangladesh. FTNB also provides interpreters to break the language barrier when travelling abroad.

The group has reasonable budgeting for all travelling needs.

For more information, visit <https://www.facebook.com/FTNBBangladesh/>

BNDF to hold day-long health camp

Bangladesh Nutrition and Dietetics Forum (BNDF) and Shibchar Upazila Shomity are collaborating to organise a free health camp. Noor-E-Alam Chowdhury Liton, Chief Whip of the Bangladesh National Parliament and Chief Advisor of Shibchar Upazila Shomity, will be attending as the chief guest. Special guests, including Shabnam Jahan, MP, Women and Children Affairs, will also be part of the ceremony. The programme will be presided by the President of Shibchar Upazila Shomity, Abdus Samad Mia.

Time: 9:30AM onwards

Date: 28 February, 2020

Venue: Chowdhury Fatema Begum Pouro Auditorium, Shibchar, Madaripur

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