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CASE STUDIES

INDIAN BUSINESS CONSULTANCY COMPETITION

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Case Study 1

Corporate World

Company A is a multinational technology company that has been dominating the industry for several years. The company has built a reputation for being innovative and producing high-quality products that have taken the market by storm. The company's revenue per annum is in the billions of dollars, and it has a massive global market share.

However, in recent years, the company has been facing a problem that threatens to undermine its success. After the departure of one of its key figures, the company's product innovation has taken a significant hit. This problem is particularly concerning because the technology industry is characterized by rapid innovation and constantly evolving consumer demands.

The company's products have started to become less attractive to customers, and its competitors are starting to gain an edge. This situation has been further exacerbated by the fact that the company's competitors have been introducing newer, more innovative products at a faster rate, and at more competitive prices. This has caused the demand for the company's products to shrink, and its sales have started to decline.

To add to the company's woes, the problem has affected its ability to price its products competitively, and it has lost its position as a market leader in this regard. This has resulted in the company losing its competitive edge and its ability to generate revenue, which has been further compounded by the entry of new players into the market.

If the company continues on this trajectory, it is likely to suffer significant losses in the coming years. What should the company do, the regain its market share, and beat the competition using legal and ethical tactics

Case Study 2

Sports Industry

A leading athletic footwear company faces significant challenges in the current market. The company is facing intense competition from new players, who are offering lower-priced substitute products. The new players are using a cost-leadership approach, which enables them to produce and sell products at a lower cost than the leading company. This has resulted in a contraction of demand for the leading company's premium products.

The leading company's products are highly differentiated, and consumers are willing to pay a premium price for them. However, the new players' products are less differentiated and are perceived as a more affordable and accessible alternative to the leading company's products.

This scenario highlights the concept of elasticity of demand, which refers to the degree to which the quantity demanded of a product changes in response to changes in its price. The leading company's premium products have relatively inelastic demand, meaning that changes in their price have a minimal impact on consumer demand. In contrast, the new players' substitute products have highly elastic demand, meaning that even a slight change in their price could significantly affect consumer demand.

The leading company's pricing strategy is based on a premium pricing approach, which involves selling products at a higher price than its competitors. This strategy enables the leading company to capture a premium market share and compete based on product differentiation and exclusivity. However, the new players' lower-priced substitute products have disrupted the leading company's premium pricing approach, resulting in a significant contraction of demand for its products.

In conclusion, the leading athletic footwear company faces significant challenges in the current market, including intense competition from new players offering lower-priced substitute products, and a contraction of demand for its premium products. These challenges have disrupted the company's premium pricing approach, resulting in a significant decline in its market share. What should the company do to regain its position?

Case Study 3

Social Media

The social media industry is highly competitive, and market share is critical for revenue growth. Company A has been the market leader for several years, but Company B's entry disrupted the industry's dynamics with its unique product offering. Company A has a lot of product differentiation in the industry to attract and retain customers.

Company B's success can be attributed to its ability to differentiate itself from Company A with unique features like short-form video content, augmented reality filters, and a highly engaging user interface. This helped the company attract younger audiences, who prefer easy-to-consume content that is engaging.

As a result, Company A's revenue stream, which heavily relies on advertisements, was impacted. The rise of Company B led to a shift in advertising budgets, with companies investing more in Company B's ads and reducing their ad spend on Company A. This led to a decline in Company A's market share, resulting in revenue loss. What should the Media Company do to regain its lost market share and revenue?

Case Study 4

Food Industry

Company X's decision to use BPA in its food production has significant economic implications for the company. The negative publicity generated by this revelation has caused a decline in the demand for the company's products, leading to a decrease in revenue and profit. This, in turn, affects the company's ability to invest in new product development, research and development, and marketing activities.

The food industry is highly competitive, and consumers have many alternatives to choose from. Therefore, the loss of trust and negative publicity caused by this incident put Company X at risk of losing customers to its competitors. This, in turn, could lead to a decline in market share and further loss of revenue and profit.

Moreover, the food industry is heavily regulated, and the use of potentially harmful chemicals such as BPA is a violation of safety standards. The company could face legal action and hefty fines for violating safety regulations, which could further impact its financial position.

What should Company X do to solve its problems?

Case Study 5

Automobile Industry

Company A is a Silicon Valley-based tech startup that has recently attracted significant attention from venture capitalists (VCs) due to its impressive track record of developing innovative products and disrupting traditional markets. With the successful launch of several tech products, the company has now set its sights on entering the car industry, which is dominated by a few very large players in an oligopolistic market.

The company's decision to enter the car industry is driven by the belief that they can introduce a new, cutting-edge product that can challenge the existing players and capture a significant share of the market. Company A's self-driving car uses advanced artificial intelligence and machine learning algorithms to provide a safe and convenient driving experience for customers, which the company believes will be a game-changer in the industry.

However, entering the car industry is not an easy feat, and Company A faces multiple challenges that need to be addressed to achieve success. One significant challenge is the high barriers to entry in the car industry, which is an oligopoly dominated by a few very large players who have significant brand recognition and market power. These players have significant economies of scale, which enable them to produce cars at a lower cost and price them competitively. In contrast, Company A is a startup and lacks the brand recognition and economies of scale needed to compete effectively in the car industry.

Another challenge Company A faces is the complex and expensive regulatory environment surrounding the production and sale of cars. The automotive industry is heavily regulated, and companies must comply with various safety and environmental regulations to bring their products to market. These regulations require significant resources and expertise to navigate, which can be a significant barrier to entry for new companies.

Furthermore, the company faces stiff competition from existing players in the industry who have been in the market for a long time and have established dealer networks, supply chains, and economies of scale. These factors enable them to produce cars at lower costs and price them competitively, which can make it difficult for Company A to penetrate the market. What must Company A do to enter the automobile industry?

Case Study 6

Gaming Industry

Company X, a technology company with a strong reputation in the hardware industry, has recently entered the gaming market with the launch of Product B. Product B is a gaming device that is designed to be more powerful and feature-rich than its competitors, including the popular Product A.

This is Company X's first foray into the gaming market, which is still relatively new compared to other technology sectors. As a result, the company is facing a number of challenges in establishing itself in the market and promoting its new product.

One major challenge for Company X is the lack of an established ecosystem in the gaming market. The leading competitor in the market, Company Y, has a well-established ecosystem that includes a large library of games, social features, and a community of gamers. This ecosystem has played a significant role in Company Y's success and has helped it to maintain a strong market position.

Company X, on the other hand, does not have such an ecosystem, which means that it will face difficulties in marketing Product B against a more well-established player. Company X will need to invest significant resources in building up its ecosystem, including developing partnerships with game developers, establishing social features, and building a community of gamers.

Given these challenges, the question remains: how can Company X establish itself in the gaming market and promote Product B effectively?

Case Study 7

Entertainment Industry

Team A is a three-time world champion in F1. Team A has an ace up its sleeve with its patented technology, which has made the team's cars faster than the others. Team Y, who are their rivals have also upgraded their technology, which is similar to Team A's technology. The problem facing Team A is that they have lost their title to Team Y this year. This has led to allegations from Team A that Team Y has stolen their technology, which has given them an unfair advantage.

In Formula 1 racing, technology is crucial, and small innovations can make a significant difference in a car's performance. Therefore, having a patented technology that provides a competitive advantage is highly sought after. However, the challenge is to keep this technology confidential and secure from other teams who may try to replicate it.

Team A's claim that Team Y has stolen their technology has serious implications. If proven, it could lead to legal action and penalties for Team Y, as well as damage to their reputation. However, without concrete evidence, it is challenging to prove the allegations.

Team A's loss of their title to a rival team who has replicated their patented technology highlights the challenges of protecting intellectual property in Formula 1 racing. To regain their competitive edge and win back the title, suggest some appropriate steps and operations Team A should focus on.

Case Study 8

Fashion Industry

As a clothing brand, Company X has become a dominant player in their home country, thanks to their unique and diverse clothing collection. Company X is facing several challenges as it considers expanding into a new market for their existing product Y. One of the main challenges is that the company is new to this market and lacks knowledge of the local customer base, competitors, and cultural differences. The company may also face challenges related to logistics, such as supply chain management, sourcing of raw materials, and transportation.

Another challenge is that the fashion industry is highly competitive and saturated with well-established players, making it difficult for a new entrant to gain a foothold in the market. The company will need to invest heavily in marketing and advertising to establish brand awareness and gain market share.

Moreover, the company may face challenges related to currency exchange rates, import/export regulations, and cultural differences in business practices.

The Ansoff Matrix suggests that the company is using a market development strategy by launching its existing product Y in a new market. However, this strategy carries significant risks, and the company needs to conduct thorough market research and analysis to assess the potential risks and opportunities in the new market.

What must the company do to become a multinational company with the lowest risks?

Case Study 9

Pharmaceutical Industry

Company X is a pharmaceutical company specializing in the development and production of prescription drugs. The company has been in business for over a decade, and while it has had moderate success, it has recently been facing some significant challenges.

One of the biggest problems Company X is facing is the expiration of several patents on their key drugs. This means that the company will no longer have the exclusive right to produce and sell these drugs, which will result in increased competition and decreased profits. Additionally, the company has been struggling to bring new drugs to market, which is a significant concern for their long-term sustainability.

Another issue that Company X is facing is the rising cost of research and development. As regulations become more stringent and the demand for more effective drugs increases, the cost of developing new drugs has skyrocketed. This has put a significant strain on the company's resources, which could impact their ability to continue producing new drugs.

To compound these challenges, Company X is facing stiff competition from other pharmaceutical companies in the market. This competition has made it increasingly difficult for Company X to differentiate itself and attract new customers.

As a result of these challenges, Company X must find innovative solutions to remain competitive and continue to grow. What must the company do to beat the problem