

Integrated Business Strategy: A Case Study of Tata Motors

Introduction

1. Slide 1: Title Slide

Group Name

Module Title

Presentation Title (e.g., "*Integrated Business Strategy: A Case Study of Tata Motors*")

Names & Student IDs

Date

2. Slide 2 Introduction

- (a) Purpose and scope of the presentation
- (b) Brief outline of contents

3. Slide 3–4: Company Overview

- (a) Company background, mission, and values
- (b) Key products/services and markets
- (c) Global presence and digital operations

Operations Management Section

4. Slide 5–6: Operations Strategy

- (a) Explain Tata Motors' operations strategy using Slack et al.'s 5 performance objectives: Quality, Speed, Dependability, Flexibility, Cost
- (b) Link with business and customer needs

5. Slide 7–8: Process Design

- (a) Product/service design decisions
- (b) Technology integration (e.g., automation, AI, EV production)

6. Slide 9–10: Capacity and Supply Chain Management

- (a) Capacity planning strategy
- (b) Global and local supply chain structure
- (c) Use of digital tools in the supply chain

7. Slide 11–12: Inventory and Quality Management

- (a) Lean operations and JIT
- (b) Six Sigma or TQM practices at Tata Motors

Process Mapping

8. Slide 13–14: Process Mapping – Vehicle Production

- (a) Process flow diagram: from raw materials to finished vehicle
- (b) Highlight operational stages and value-added steps

9. Slide 15: Process Analysis

- (a) Identify inefficiencies, bottlenecks or innovation areas
- (b) Suggestions using tools like cause-effect diagrams or flow analysis

External Situational Analysis

10. Slide 16–17: PESTEL Analysis

- (a) Political, Economic, Social, Technological, Environmental, Legal factors affecting Tata Motors

11. Slide 18–19: Porter's Five Forces

- (a) Competitor analysis
- (b) Threats from substitutes/new entrants
- (c) Power of buyers/suppliers

Internal Situational Analysis

12. Slide 20–21: McKinsey 7S Framework

- (a) Strategy, Structure, Systems, Shared Values, Skills, Style, Staff
- (b) Evaluate internal alignment and integration

13. Slide 22–23: Porter's Value Chain

- (a) Primary and support activities (inbound logistics, operations, etc.)
- (b) How Tata Motors creates value in each area

14. Slide 24–25: SWOT Analysis

- (a) Strengths, Weaknesses, Opportunities, Threats
- (b) Connect with operational and market realities

Synthesis and Key Findings

15. Slide 26–27: Integration of Marketing and Operations

- (a) How Tata Motors integrates marketing and ops (e.g., customer feedback loops into production, responsive manufacturing)

16. Slide 28–29: Insights from Spreadsheet Analysis

- (a) Visuals of data trends: sales, production costs, inventory cycles, etc.
- (b) Excel-based charts showing operational KPIs, sales patterns, or marketing data

Recommendations

17. Slide 30–32: Strategic Options

2–3 viable marketing and operational strategies (e.g., EV expansion, sustainable production, digital customer engagement)

18. Slide 33–34: Final Recommendation

Best option selected with rationale

Integration of marketing and ops is clearly shown

PRME and Sustainability

19. Slide 35–36: Responsible Management (PRME)

How Tata Motors aligns with sustainability values: circular economy, ESG goals

Recommendations to enhance social/environmental impact

Group Work & Reflection

20. Slide 37–38: Group Collaboration and Communication

- (a) Tools used (Teams, Google Drive, etc.)
- (b) Leadership, communication, conflict resolution
- (c) Roles and contributions

21. Slide 39: Reflection on Skill Development

- (a) Personal and group learning (e.g., time management, teamwork, adaptability)

22. Slide 40: Conclusion and Q&A

- (a) Summary of key findings and recommendations
- (b) Invite questions from assessors

Academic References

Operations Management and Strategy

1. **Slack, N., Brandon-Jones, A., & Burgess, N. (2022)**
Operations Management (10th Edition). Pearson Education.
 - Use for: 5 performance objectives, operations strategy, lean systems.
2. **Heizer, J. H., Render, B., & Munson, C. (2024)**
Operations Management: Sustainability and Supply Chain Management (14th Edition). Pearson.
 - Use for: Supply chain strategies, inventory control, JIT.
3. **Porter, M. E. (1985)**
Competitive Advantage: Creating and Sustaining Superior Performance. Free Press.
 - Use for: Value Chain, Five Forces Framework.
4. **Johnson, G., Scholes, K., & Whittington, R. (2017)**
Exploring Strategy (11th Edition). Pearson.
 - Use for: SWOT, PESTEL, McKinsey 7S, strategic options.

Marketing Integration & Digital Business

5. **Kotler, P., & Keller, K. L. (2019)**
Marketing Management (15th Edition). Pearson.
 - Use for: Marketing strategy, segmentation, and digital marketing trends.
6. **Chaffey, D., & Ellis-Chadwick, F. (2019)**
Digital Marketing (7th Edition). Pearson Education.
 - Use for: Omnichannel integration, digital customer journeys.

PRME and Sustainability

7. **United Nations (2007)**
Principles for Responsible Management Education (PRME) – <https://www.unprme.org>
 - Use for: Ethical leadership, sustainability values, and inclusive practices.

8. **Elkington, J. (1999)**
Cannibals with Forks: The Triple Bottom Line of 21st Century Business. Capstone.
 - Use for: People, Planet, Profit framework (Triple Bottom Line).
9. **Banerjee, S. B. (2008)**
“Corporate Social Responsibility: The Good, the Bad and the Ugly.” *Critical Sociology*, 34(1), pp. 51–79.
 - Use for: Critical view of CSR and sustainability in business.

Teamwork, Communication, and Leadership

10. **Belbin, R. M. (2010)**
Team Roles at Work (2nd Edition). Routledge.
 - Use for: Group roles, collaboration techniques.
11. **Goleman, D. (2004)**
Emotional Intelligence and Working with Emotional Intelligence. Bloomsbury.
 - Use for: Communication, leadership, and emotional intelligence in teams.
12. **Tuckman, B. W. (1965)**
“Developmental Sequence in Small Groups.” *Psychological Bulletin*, 63(6), pp. 384–399.
 - Use for: Forming–Storming–Norming–Performing team model.
13. **Tata Motors Annual Report (2022–23)** –
<https://www.tatamotors.com/investors/financials/>
 - Use for: Financials, sustainability practices, operations highlights.
14. **Tata Motors Sustainability Report (2023)** –
<https://www.tatamotors.com/sustainability/>
 - Use for: ESG initiatives, green operations, circular economy efforts.
15. **Tata Motors EV Strategy – Press Release**
 - Use for: Electric vehicle innovation, digital transformation, R&D efforts.
17. **Statista – Tata Motors Market Share & Production Volumes**
<https://www.statista.com/>
 - Use for: Graphs, comparative trends, spreadsheet visuals.
18. **Mint, Business Standard, Economic Times** – Tata Motors Industry News
 - Use for: PESTEL evidence, market position, competition.
19. **IBEF (India Brand Equity Foundation)** – Automotive Industry Reports
<https://www.ibef.org/>
 - Use for: Indian/global automotive trends.

Data Charts

- Sales vs. Production Output Graphs (based on Tata's quarterly data)
- Market Share trends (from Statista or company filings)
- Inventory Turnover, Operational Efficiency Ratios
- Cost Breakdown Pie Charts (e.g., material, labour, logistics)
- PESTEL Summary Tables

Group Presentation (50%) – 15 minutes Maximum 40 slides

Criterion 1 Mark: 50%

LO1

To review and analyse the situation of an integrated business using appropriate spreadsheet software to interrogate contextual data from a marketing and operations perspective, within a globalised and dynamic digital business environment.

- Comprehensively covers the situation analysis of the digital business scenario with significant evidence presented demonstrating only minor gaps in understanding of integrated business issues; excellent skills in using spreadsheet software to interrogate and present contextual data analysis yielding interesting insights; no presentation errors (either in design or delivery).

Criterion 2 Mark: 25%

LO1

To be able to create viable marketing and operations management options and propose and present comprehensive recommendations, whilst ensuring the effective integration and optimisation of marketing and operations.

- The group present an excellent and highly professional and credible set of options and recommendations that flow logically from the evidence base. The integrated nature of the business proposals are evident and demonstrate an excellent understanding of the key integration issues. A comprehensive understanding of the links between the external/ enterprise environments is demonstrated.

Criterion 3 Mark: 25%

LO4

To demonstrate excellence in leadership, communication and group collaboration and to reflect on their personal and professional skill development.

- Demonstration of group work is excellent – the reflexive account of the project demonstrates effective application of group work-based tools and techniques to develop high levels of collaboration amongst group members. Improvements to group work identified are fully justified.