Capstone Project - Winter Consulting 2023

Hola Peeps

We hope all of you had a fantastic experience with **Winter Consulting 2023** and had fun gaining knowledge and implementing it in the weekly assignments!

This brings us to the end of the course with a fun and insightful Capstone Project-based on applications of every topic learned in the form of a case Study.

This year, we're giving you three options to choose from. You may select the Problem statement of your choice and work on it. But first, go through the **General Instructions** and **Resources** are listed below.

General Instructions:

1. This final and mandatory assignment accounts for **50%** of the total weightage.

2. Your solution will be scored based on the content, creativity, structure, and quality of the research and the presentation design.

3. Do frequent healthy brainstorming for more accurate insights (this is key to a successful case). This is a learning exercise to help you improve.

4. Sources of information need to be cited at the end of the Appendix.

5. Use appropriate visuals to represent the information

6. The total slide limit is 15-18 slides (excluding the Intro page, Index and Appendix).

7. Don't restrict yourself to only the material provided; the Internet is an ocean of content, dive in for the perfect ones.

8. The Final Deadline for Submission is **11:59 PM IST** on **Dec 30, 2023.**

9. Any plagiarism, copying of ideas, or discussion on the group detected would lead to disqualification from the course.

Resources :

- **Market Research**

  a. https://aarticles.bplans.com/how-to-write-a-market-analysis
  b. https://www.youtube.com/watch?v=b-hDg7699S0

- **Competitor Analysis**

  a. https://www.mykpono.com/how-to-conduct-competitive-analysis/

- **Target Audience**

  a. https://blog.hubspot.com/marketing/target-audience
  b. https://www.youtube.com/watch?v=LeIePgFDAQI

- **Go-to Market Strategies**

  a. https://www.splashcopywriters.com/blog/types-of-marketing/
  b. https://www.apifonica.com/en/blog/marketing-message/

- **Some Interesting Videos**

  a. Coca-Cola Case Study: https://youtu.be/XhMVWzVXNNk
  b. Dunkin' Strategy: https://www.instagram.com/p/CN4m-wxDqKA
  c. Starbucks: https://youtu.be/_FGUkxn5kZQ

- **Good Case Study Examples**

  a. https://www.casecompetition.com/case-library

Now, choose the problem statement of your choice and start strategizing!

Problem Statement 1: Adani Group - Rebuilding Brand Image Post Hindenburg Report

Background:

Adani Group, a conglomerate with a global footprint in sectors ranging from energy and infrastructure to logistics and agribusiness, has long been a key player in India's economic landscape. Known for its ambitious projects and expansive reach, the group has faced unprecedented challenges following the release of the Hindenburg Research report. Hindenburg's comprehensive document alleges a myriad of issues, including financial irregularities such as inflated capital expenditures and questionable related-party transactions. Governance concerns have also been raised, pointing to the alleged non-disclosure of crucial information and potential conflicts of interest.

Furthermore, the report highlights environmental apprehensions surrounding Adani Group's projects, alleging disregard for ecological sustainability and local community impact. The intricate interplay of financial, governance, and environmental allegations has triggered a significant erosion of trust among investors and the broader public.

Client Goal:

The overarching goal is to formulate a comprehensive and nuanced strategy for Adani Group to rebuild its brand image, regain investor trust, and restore public confidence after the Hindenburg report. The strategy should encompass a thorough examination of the specific allegations, insights from competitor analyses, considerations of the legal and regulatory landscape, and internal stakeholder perspectives. The client aims for a resilient and transparent plan that effectively navigates the complex challenges posed by this reputational crisis.

Additionally, make sure to answer the following questions.

Questions:

1. Examine Hindenburg Research's claims against Adani Group, breaking down each allegation. Assess how these accusations might affect various facets of Adani Group's operations and reputation.
2. Assess the present circumstances of the Adani Group and draw parallels with challenges encountered by other companies.
3. Highlight effective approaches adopted by competitors facing comparable crises.
4. Devise strategies to navigate legal challenges and regulatory scrutiny effectively.
5. Gauge the perspectives and concerns of internal stakeholders (employees, executives).
6. Develop strategies to address and align internal stakeholders with the brand recovery plan.

Reference Links:

- Hindenburg Report Summary

- Adani's Comeback

- Must read on Adani Group

Problem Statement 2: The Future of the Internet/ The AI War (Strategy / Growth)

Background:

Google was the undisputed leader in the search engine market, maintaining a dominant position for over a decade. For many people, it was the way to access the internet. But on 22nd Nov 2022 after the launch of the ChatGPT tables turned for Google. AI changed the way, how people use get information. Meanwhile, Microsoft was struggling in the huge search engine market. But its investment in the OpenAI changed the game. By integrating, AI products like Copilot, Bing AI chat, etc, directing into its products like Edge and Windows. This has been a huge issue for Google as around 60 percent of its revenue comes from search Ads.

Additionally, Google's AI chatbot, Bard failed to get the customer's attention. And the launch of ChatGPT 4 turbo, which can interpret images, sound, etc. Will google lose the AI War or the Launch of Gemini is giving Google a second chance?

Client Goal:

You've been approached to strategies to help google on to improve Bard. And at the same time, how to integrate AI into its products and services to increase its revenue stream.

Additionally, make sure to answer the following questions.

Questions:

1. Analyse Microsoft's integration of AI in its products and services. And how it is a threat to Google's business.
2. Analyse Google's current position as a Search engine after the launch of ChatGPT.
3. What challenges Google is likely to face being a late mover in the AI war? Suggest strategies to overcome them.
4. What advantages does Google have against OpenAI in creating a better AI bot user experience? If there are any.
5. Provide a clear idea of the company's primary target audience, its features, and its mode of functionality.
6. How can Google strategically integrate AI to create new monetisable services and products within its ecosystem?

Reference Links:

- Google VS Microsoft

- Microsoft's use of AI

- Gemini AI

Problem Statement 3: CDBC India's Answer to US Dollar (Finance/Strategy)

Background:

The US Dollar is the strongest weapon in USA's arsenal. It has destroyed economics with the help of it. The USA has been exploiting its dominance in international trade and Recklessly taking debt to stimulate its economy. Other countries like Russia, China, etc., or alliances like BRICS are trying to end this dominance by ending the rule of the US Dollar. India's UPI and CBDC can be the thing that they need.

India's UPI already has been a revolutionary innovation in the banking ecosystem. Making systems like SWIFT, VISA, etc. obsolete. It already has been accepted by many countries for international transactions. And now, the launch of Central Bank Digital Currency (CBDC) by RBI is the way forward.

But for some nations, like Russia, utilizing the rupee for foreign trade has proven to be a losing proposition. The instability of the rupee and its limited acceptance by other nations has been a huge issue. Additionally, China's dominance over international trade is not helping India either.

Client Goal:

You've been approached to analyze the current scenario and decide whether our company(a VC firm that primarily invests in Fintech companies in South and South-East Asia) should invest in CBDC and use it for international transactions.

Additionally, make sure to answer the following questions.

Questions:

1. What regulatory frameworks and compliance measures need to be established to ensure the smooth integration of the Digital Rupee into the existing financial ecosystem?

2. Examine and list the advantages of Central Bank Digital Currency (CBDC) and Unified Payments Interface (UPI) over the SWIFT system.

3. How might the launch of the Digital Rupee impact India's diplomatic and economic relations with other nations?

4. Analyse in-depth how nations are currently employing the rupee in international trade. And will an alliance such as the BRICS embrace it for its goals?

5. Form strategies that India should follow to ensure a smooth transition and bring wider acceptance.

Reference Links:

- SWIFT System

- CBDC Launch

- Using the Indian Rupee for international trade