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5/24/2020

# FINAL REPORT

PROJECT NAME: CASE STUDY AND ANALYSIS

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**PREPARED FOR:**

**Vardhan Consulting Engineers**

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# **EXECUTIVE SUMMARY**

***“The experience of trying something new is extremely beneficial”***

With this view in mind I did an Internship program with Vardhan Consulting Engineers (VCE) for a duration of 45 days under the project Case study and Analysis. It was a virtual internship as the world was going through a lockdown due to a pandemic. Being a student from statistics background, I always did internship related to analytics and research and wanted to have a hands-on experience in different fields as well. The purpose of doing this internship was to develop management and corporate skills through the medium of Case Study Analysis. This report contains a comprehensive detail of the project and my learning experience.

VCE is a consulting company founded by group of engineers who have strong academic background with decades of management experience while working in companies all across the globe. VCE believes in Society Pay Back and hence as one of its objectives, they provide Scholarships, Internships and Training to deserving students.

My role in this internship was to complete the given Modules related to the project in the dedicated time along with the Corporate Skills Development program. During the entire course of this program all the interns were mentored by Mr Ashish Kumar. His guidance was very helpful in the completion of the tasks.

The whole internship was divided into 4 modules along with a Corporate Skill Development program.

Module 0: It gave a brief introduction about the internship program.

Module 1: This module contained a set of questions for self-evaluation.

Module 2: In this module, we analysed 3 different set of case studies namely success, failure and scam and answered some questions based on that.

Module 3: It was the point where we actually had to do what we call a comprehensive case study analysis on a selected Company.

Module 4: This was the final stage of the internship where we made a final report describing the journey of completing this internship.

Corporate Skills Development program: This program is specially designed for studying, learning and development of skills that one requires for overall development as soon as he /she starts working in the corporate and it's not related to any course or degree.

The one thing I liked about VCE is that it provides everyone with an equal chance of proving one's abilities without any selection process. It helped me in self-introspection about my abilities, interests through a set of questions which I have never asked from myself.

I hope that the reader would find it insightful and also learn from my experience from this program!

\*\*\*\*\*

# PROJECT TIMELINE

(Case study and analysis)



## STEP 1:

Module 0  
(Commencement  
of the internship)  
10/05/2020



## STEP 2:

Module 1



## STEP 3:

Module 2



## STEP 4:

Module 3



## STEP 5:

Completion of  
The CSD  
Program



## STEP 6:

Module 4  
Final step  
towards the  
end of the  
Internship



Introduction about  
the internship  
program.

Interaction with the  
mentor over Zoom app

Questions related  
to my knowledge  
about the business  
management, case  
studies

Corporate skill  
Development  
program step 1  
(1st video)

Doubt clearing  
session with mentor

Working on a 3  
different sets of  
case study

Majorly Failure,  
scam, success

Did The CSD Program  
Step 2 & 3  
(Video 2 & 3)

Working on a single  
case study of any one  
type

Did The CSD  
Program step 4 & 5  
(video 4 & 5)

Prepared a  
complete report on  
the learning from  
The CSD Program

Interaction With the  
Mentor

Submission of the  
report on 15 May  
2020

Preparation of the  
final report of the  
Internship program

Interaction with the  
Mentor

Submission of the  
report on 24/5/2020

# **SELF EVALUATION**

Nowadays, people are so busy in their lives that they forget to introspect about how they are doing, what they are doing interests them or not, are they satisfied with what they have?

The first module of this internship was about knowing yourself through a series of questions that will help one know about the skills he/she possess.

- First question was to Make a list of job profiles from the companies I would like to get placed or thinking of having a job and to Read the job description and skills required as per the company.
  - So usually what I have noticed is when young graduates like me search for job or internship, they tend to focus more on brand name, stipend, certificates etc. In the process they don't pay much attention to job profile and the skills required to get that job. Hence, they end up having nothing. So, I think this question helped me in realizing that it is not always the brand name that is important but the profile for which you are applying and other factors also contribute in your decision to get a decent job.
- Second question was to Make a list of 10 prominent skill sets that are required for the job profiles I searched in the first question.
  - After going through the job profiles, I made a list of the skills that are required in most of the companies. Be it academic, computer, documentation, analytical, communication skills.
- Third question was to Make a plan to develop these skills in myself.
  - Now, only listing down the skills required is not enough. One has to make a plan to develop those skills in himself/herself. In this step I did so. For example, to develop my communication skills, I

decided to develop a habit of reading first. Be it a newspaper, book, magazine etc. and everyday make a list of at least 5 words and frame sentences from them.

- Fourth question was “What do you understand by case study? what are the things should be included and not included while analysing a case study. How detailed it should be?”
  - I honestly found this question the most important one. Many of us might be familiar with case studies but still make mistakes when it comes to actually analysing one. So, it is important to first go through the basic definition and some sample cases to get the jest of it. Meanwhile, you will be able to figure out what went wrong in the sample case and will not repeat when you will write one.
- Fifth question was to Make a list of 10 big events happened in India whose case study you want to analyse and why?
  - In this one, I served through the net the and finally came with some cases I actually wanted to go through. When I was in 12<sup>th</sup>, one of my teachers who taught me business studies used to mention names of case studies to explain the concepts. At that time, I always wanted to know more about them. One such case was Reliance Jio.
- Last question was “What is planning, strategy and decision making and how it's important to become a business leader in future.”
  - While analysing some of case studies, I realised that sometimes wrong decisions can lead to failure of the entire business which took several years to outstand in the market. While strategic decisions can take business to its peak. So, planning, strategic decision making play a very important role in establishing a business.

These were some companies in which I would like to get placed because of their excellent job profiles, their work culture etc.





# ANALYSING DIFFERENT

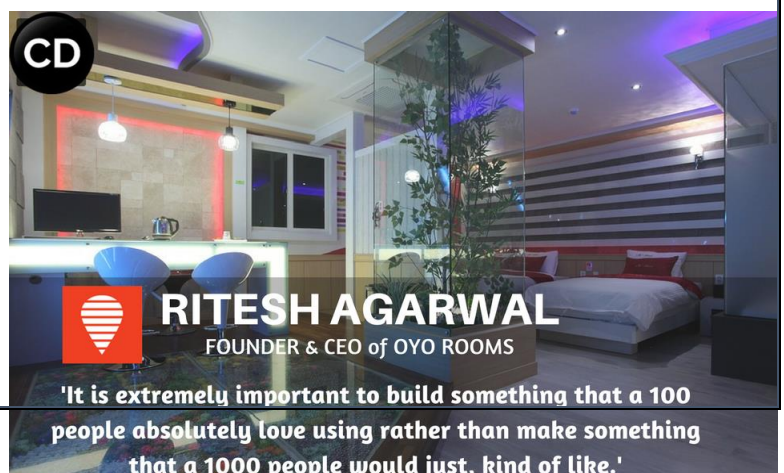
# TYPES OF CASE STUDIES

After brainstorming about different companies, getting to know about case studies and many more things in Module 1, we moved ahead with Module 2 where we actually chose from 3 categories of case studies namely SUCCESS, FAILURE, SCAM and answered some questions based on that.

I worked on the following cases:

1. OYO Rooms: It is an example of successful business. It narrates the story of a college dropout, Ritesh Aggarwal who had a startup idea in his mind. The idea was to open a chain of luxury yet affordable Hotels. For this, he travelled across different cities and stayed in different hotels to analyse the problems faced by people while staying. **OYO Rooms'** business model is similar to the Aggregator Business Model( where the firm collects the information about a particular good/service providers, make the providers their partners, and sell their services under its own brand).

- ❖ Learnings: Nowadays, Age is just a number. A well-researched idea has a very minute probability of getting failed. Your dedication towards the goal defines success for you. Strategic planning and decision making play a very important role while implementing your plan.





2. TATA Nano: It is an example of a failed business. When Ratan Tata saw a family of four crammed on a two-wheeler on wet roads of a rainy day, He felt a strong need to provide them with a secured and affordable vehicle- a people's car. Tata primarily aimed to serve the needs of those at the bottom of the pyramid who so far could afford a two-wheeler but not a car. The automaker was under the misconception that the low price would be enough to motivate people to buy the Nano. They did not account for their positioning it as a cheap vehicle which, in India's markets, translates to *low quality*. After all, who wants a daily driver that looks cheap and is poorly built?

Simply put, those who could afford a higher end Nano did not want to drive it. Also, when people are status conscious, they look for things that make them look wealthier than their neighbours and colleagues.

- ❖ Learnings: Before implementing any idea, one should always put themselves in the place of their targeted audience so as to have a genuine opinion about the product. As in this case, people misconceived Ratan Tata's idea of an affordable car which led to its failure. Also, marketing of the product plays a very important role in success or failure of any business.



3. Mahindra Satyam: The business model of this company (Satyam computers) was such that it led huge losses in the later stages of business and it fell under the category of what we refer to as SCAM. It is one of the biggest corporate fraud. Chairman B Ramalinga Raju had a fetish for acquiring land and the more land he acquired, the more he revelled. But Raju's story is not merely about his rapacious land acquisition, it is also about how he masterminded in siphoning funds off funds from his IT company Satyam and Construction company Maytas Infra by creating a fictitious revenue and profits to satiate his lust. He used every single cent earned to purchase real estate. It was later on got merged with Tech Mahindra in 2009.
- ❖ Learnings: Company and proprietor are two separate legal entities. The owner cannot use company's money for his personal use every time. Business values, ethics are the most important fundamentals that need to followed by everyone in the business. Failure in not adhering to this can lead to harsh consequences.

# The Power of ONE

Combined financials (₹ Cr)

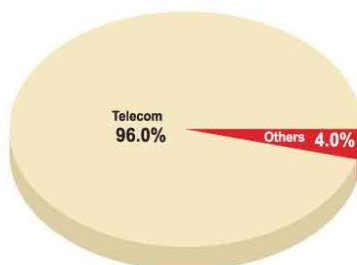
	SATYAM	TECH MAHINDRA	COMBINED ENTITY
Net sales	6,105.1	5,332.1	11,437.2
PBIT	751.7	777.5	1529.2
PAT	444.9	670.4	1,115.3
Operating margin (%)	12.3	14.6	13.4
Market Cap	9,126	8,712	17,838
Reserves & surplus	4,358.9	3,682.6	8,041.5

**Notes:** Sales, profit before interest and tax (PBIT), net profit (PAT) and margin are for 12 months to Dec '11; Other data is as of Sep'11; M-Cap as on Mar 21, 2012

**SOURCE:** COMPANY DATA, ETIG

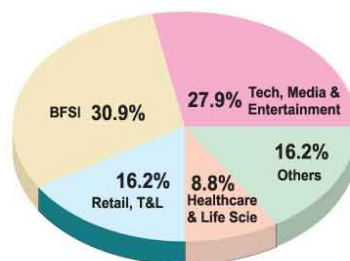
Revenue Mix Of

**1m Tech Mahindra**

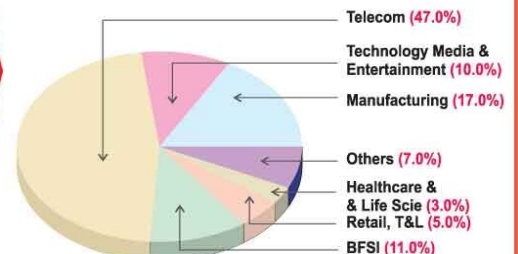


Revenue Mix Of

**Mahindra Satyam**

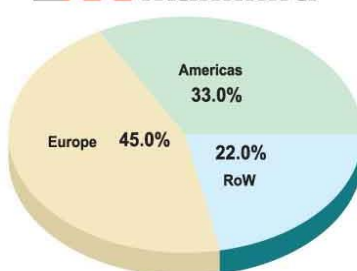


Revenue Mix Of Combined Entity



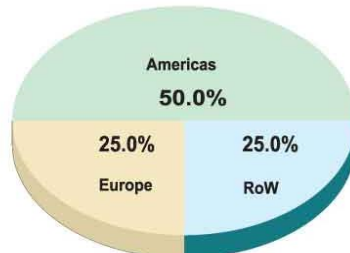
Geographical Presence Of

**1m Tech Mahindra**

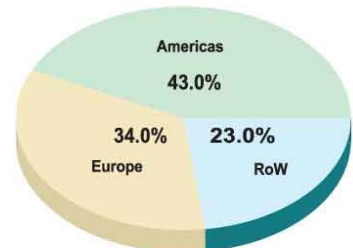


Geographical Presence Of

**Mahindra Satyam**



Geographical Presence Of Combined Entity



# **A COMPREHENSIVE CASE -**

## **RELIANCE JIO**

After getting an In-depth knowledge about 3 categories of case studies through Module 2, now was the time to actually work on a comprehensive case study of our own choice in Module 3. I chose Reliance Jio as my company. The only reason to choose this company was that it was talk of the town back when I was in 12<sup>th</sup> due to the huge impact it made on the masses and I always had the curiosity to explore this case but never got time. So, I became excited when we received this module and got to know that we have to work on a similar project.

**The idea of Jio was first seeded by my daughter, Isha, in 2011. She was a student at Yale (in the US) and was home for holidays. She wanted to submit some coursework and she said, 'Dad, the internet in our house sucks', Mukesh Ambani recalled lately in press.**

The entry of Reliance Jio into the Indian Telecom sector has been if not anything, disruptive and game changing. Starting with the sheer scale of its operations wherein it leveraged its existing network of stores and outlets to sell new connections to the consumers, to its humungous size wherein it managed to sign up nearly 200 Million users in less than Two Years, to its aggressive pricing and deep discounting strategies, and its flexible and bundled plans where it offers a handset along with a new connection, the brains behind Reliance Jio, and Mukesh Ambani in particular have left no stone (or rather no mobile tower unturned) in their quest for dominance and supremacy.



## Current Scenario of Reliance Jio

### Jio's making money even as global economies bleed

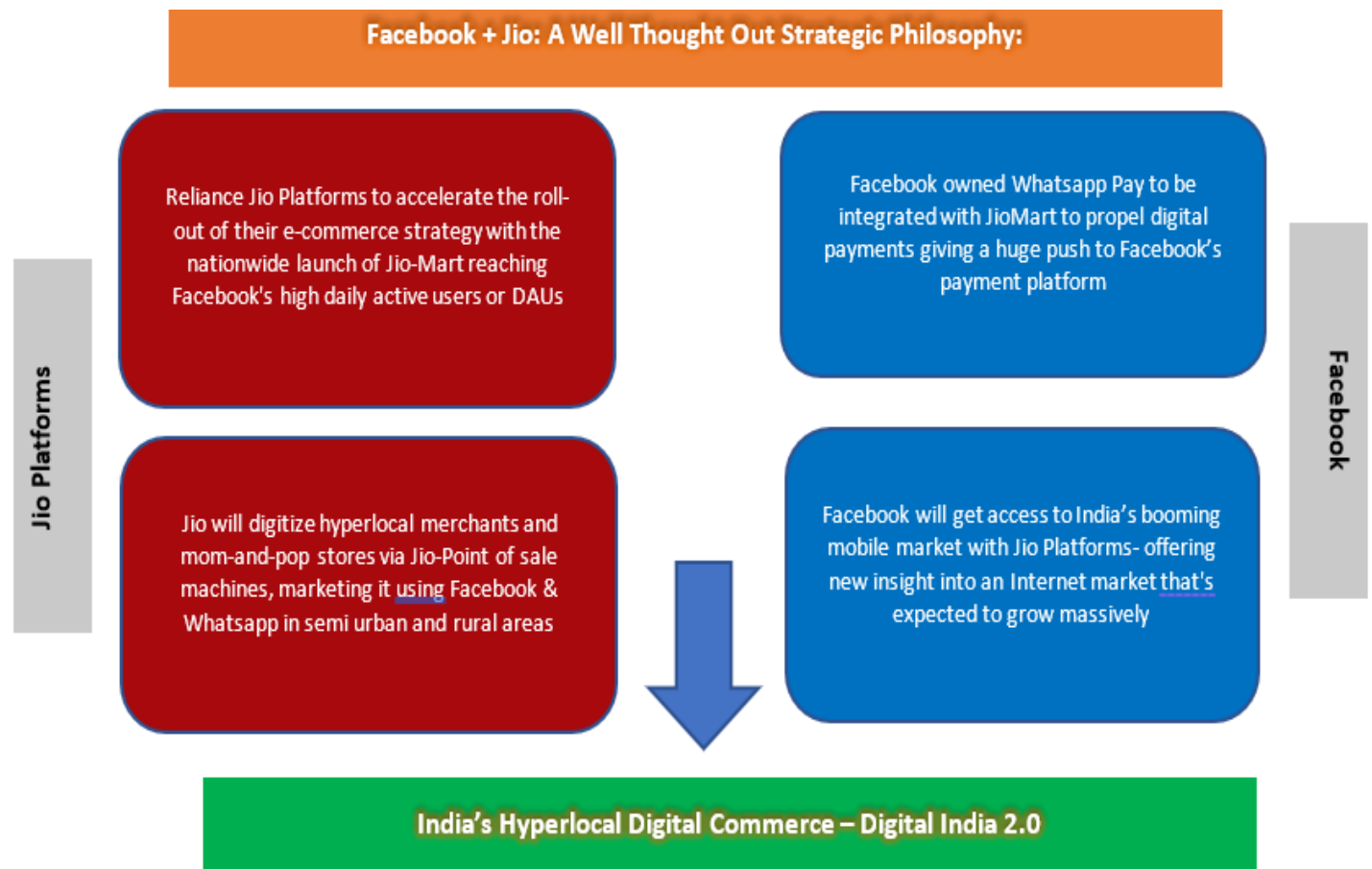
Updated: 22 May 2020, 07:50 AM IST



#### 1/7 Hustle

Even as economies across the world are losing money, Mukesh Ambani's Jio platforms are cashing in cheques from various investors, closing their 5th deal in a months time.

#### Facebook + Jio: A Well Thought Out Strategic Philosophy:



## Learnings:

One of the strongest elements of success of any organisation is solid, well thought through and stable design decisions. Building up a network for a country like India, building up a platform for many hundred million customers means many totally new challenges. Superior technology also plays a very important role in a successful product. Also creating a market for the product is not enough. Retaining customers in that market require efforts. The product should be designed in such a way that it leads to **Referral Marketing** (spreading the word about a product or service through a business' existing customers, rather than traditional advertising. Word-of-mouth **marketing**, which occurs when others tell each other about a business, is also considered a form of **referral marketing**).

# CORPORATE SKILL

## DEVELOPMENT

### PROGRAM



As soon as we are ready to enter into corporate world, we began to realize the importance of overall development. One who is good in studies may not always land up getting a job. There are other factors that help us in becoming CORPORATE READY. There should be a perfect balance of academic as well as other skills. The corporate skill development program was thus introduced for this purpose. It was a reality check for me. Every little aspect related to corporate environment was covered under this particular program. I was able to categorize my skills through this program and got a better vision of my journey to become a corporate ready.

The program was divided into 6 steps namely:

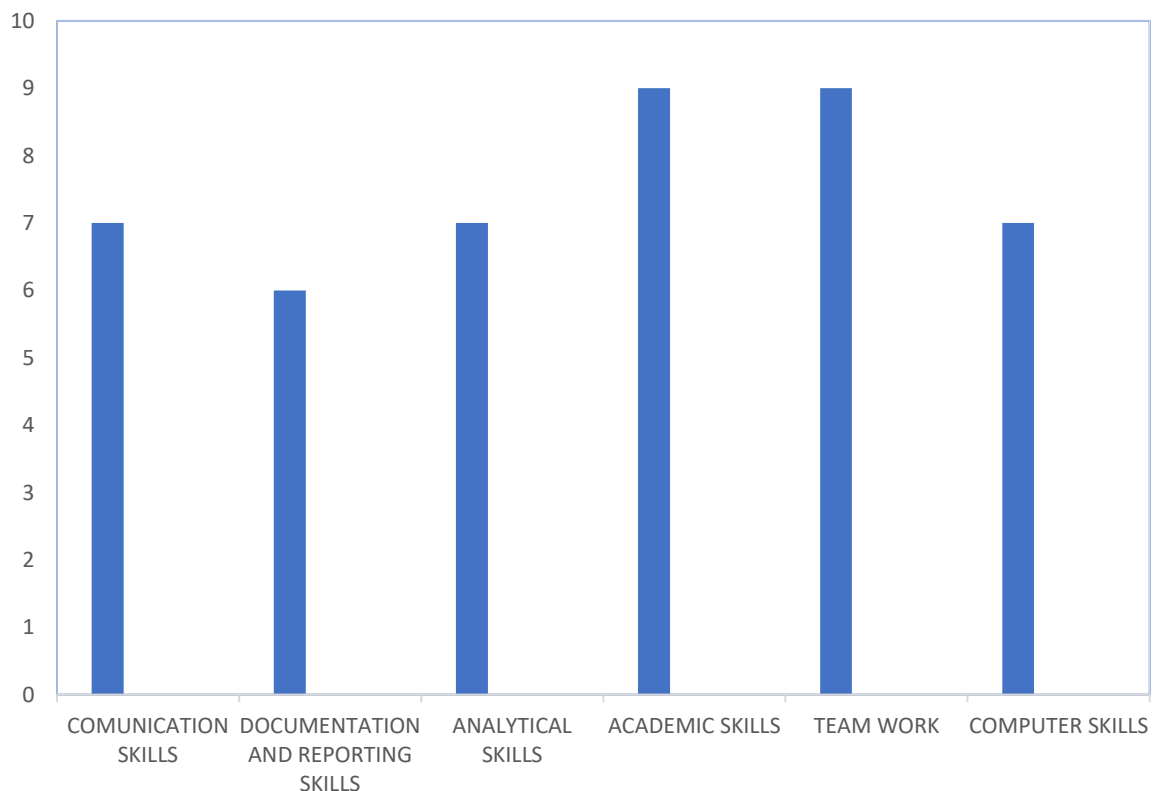
1. ANALYSING THE SKILLSET – This was a brief introduction on how we can make our CV's outshine among others. I got to learn the different categories in which one can categorize his/her skills. The categories were Academic skills, computer skills, documentation and reporting skills, communication skills, analytical skills and team work.
2. DEFINING SUCCESS – Everyone has its own definition of success. One should be very clear about what he/she wants to do in life. Through this, I was able to figure out a clear vision for myself.
3. TIME AND ENERGY MANAGEMENT: Time is the most precious resource for everyone. It should be utilized with utmost safety. One should divert his/her energy towards productive things or we can say work should be done on priority basis.



4. SENSITIVITY ANALYSIS: It was about how one should have emotional balance in corporate. He/she should not be too expressive towards everyone that anyone can take advantage of their emotion.
5. OVERALL DEVELOPMENT: All the above aspects contribute in overall development of a person in one or the other way. You just need to be careful about their proportion. Make flaws a part of your life. Never afraid to make mistake, rather try to see what this particular mistake is trying to teach you.
6. Through the end of this program every intern was asked to define success for himself/herself and write the skills he/she wants to develop or improve in themselves.

At the end of this program, I rated myself on the scale of 10 for different types of skills.

#### SKILL CHECK



# **CONCLUSION**

I would like to conclude my report by thanking the organization for providing me with this opportunity and having faith in me. I would like to show my utmost gratitude to our mentor for his continuous guidance throughout the program. In a nutshell, this internship has been an excellent and rewarding experience. As someone with no prior experience in case studies, whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an answer to some of my unanswered questions. Two main things that I've learned from this program are documentation and reporting skills and some important managerial lessons. I also liked the way in which all the modules were organised. The best part of the internship was making a comprehensive report on one of my favourite companies Reliance Jio. I was able to develop an analytical bent of mind through analysing different cases. Overall, the internship program has been a success.