**FR. CONCEICAO RODRIGUES COLLEGE OF ENGINEERING**

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Date: 3 September 2024

Presentation Report

On

“**Goal Setting and Discipline in Life**”

The students of TE Computer science(Group - C1) presented on the importance of goal setting and discipline in life.

Topic of presentation: “Goal Setting and Discipline in Life”

Date of Presentation: 3 September 2024

Location: Room No. 509

Faculty: Dr. Joseph Rodrigues

Members:

1. Mokashi Soham (9919)
2. Ludrick Vivian (9914)
3. Lopes Mark (9913)
4. Mendes Shaun (9916)
5. Murudi Hardik (9921)
6. Mirgal Vedang (9918)
7. Mirgal Allan Monis (9920)
8. Martis Larissa (9915)
9. Mendonca Joyvin (9917)





**Introduction:**

Larissa introduced the concept of goal setting and discipline in life, emphasising its significance in the business world. She outlined how understanding failures helps in preventing future collapses and aids in learning critical lessons. The introduction set the stage by discussing the common causes and consequences of failures across two companies. It highlighted the relevance of analysing these failures to improve organisational resilience.

**Importance of Discipline:**

Mark introduced the concept of direction and purpose through goal setting, emphasising its importance for individuals and teams within a company. He discussed how well-defined goals enhance employee motivation and satisfaction, while also facilitating the tracking of progress towards achieving objectives.(*Time: 1:00)*

**Importance of Goal Setting:**

Mark also highlighted the critical role of discipline in achieving objectives, ensuring tasks are completed efficiently and on time. He explained how discipline fosters a culture of reliability and accountability, maintaining high performance standards and boosting profitability.

(*Time: 1:50)*

**Snapdeal’s failures:**

In the presentation, Joyvin began by discussing Snapdeal's failures, focusing on several crucial issues. He first addressed how Snapdeal's attempt to become a marketplace for everything led to overexpansion, diluting both its focus and brand identity. This lack of specialisation stretched the company's resources thin and weakened its market position. Joyvin also highlighted the problem of diluted focus, explaining that Snapdeal's absence of a clear vision caused inefficiencies and hindered its competitive edge. Additionally, he pointed out internal management conflicts that disrupted decision-making and strategic alignment, as well as issues with logistics and customer service that eroded customer trust.(*Time: 2:18)*

Shaun then took over to discuss further shortcomings. He explained how Snapdeal's financial mismanagement, characterised by excessive spending on growth and marketing, led to significant financial strain and forced operational cutbacks. Shaun also highlighted Snapdeal's inability to adapt to market changes, noting its failure to leverage new technologies and data analytics, which left it lagging behind competitors. Furthermore, he discussed how Snapdeal's unrealistic and overambitious goals strained resources and led to inefficiencies. Lastly, Shaun addressed the lack of a clear value proposition, which made it difficult for Snapdeal to differentiate itself from competitors and build customer loyalty. Together, Joyvin and Shaun illustrated how these factors contributed to Snapdeal's decline.(*Time: 3:44)*

**Apple’s success:**

Vivian discussed Apple's journey, highlighting key moments that exemplify the company’s disciplined approach to goal setting and innovation.

**1. 1985 - Jobs Ousted**: Steve Jobs' departure after a power struggle marked a major setback but led to future strategic shifts.

**2. Late 1990 - Decline**: Under CEO Gil Amelio, Apple's stock declined, illustrating the impact of a lack of clear vision.

**3. 1997 - Jobs’ Return**: Steve Jobs returned as interim CEO, marking a turning point that revitalized Apple's vision and strategy.

**4. Early 2000 - Streamlinin**g: Jobs streamlined Apple's product line, focusing on innovation and clear goals, which helped the company regain its edge

**5. 2024 - $3 Trillion Milestone**: Apple’s disciplined focus and innovation led to a market capitalization of over $3 trillion, exemplifying the power of strategic goal setting.

Vivian summarized Apple's success factors, including focused leadership and innovation, which helped build a loyal customer base and produce groundbreaking products.

(*Time: 4:57)*

**Where Apple got it right and their success stories and impact:**

Hardik presented Apple's strategic journey, emphasizing their disciplined approach to vision and goal setting:

**1. Clear Vision and Goals:**

**Leadership**: Under Steve Jobs and Tim Cook, Apple’s clear goals focused on innovation and design excellence.

**Long-Term Planning**: Apple aimed to lead in consumer electronics and aligned operations to these goals.

**2. Rigorous Discipline**:

**Product Development**: A disciplined approach ensures alignment with core values and high standards.

**Quality Consistency**: Strict quality control builds trust and brand loyalty.

**3. Financial Performance**:

**Success**: Apple's goal-setting has led to significant financial achievements, making it one of the world’s most valuable companies.

**Market Influence**: Apple sets trends that influence industry standards.

4. **Innovation and Ecosys**tem:

**Groundbreaking Products**: Innovations like the iPhone, iPad, and Apple Watch revolutionized their markets.

**Integrated Ecosystem**: Seamless integration of hardware, software, and services enhances user experience and loyalty.

5. **Market Influence and Customer Loyalty**:

**Trends**: Apple’s innovations often set industry standards.

**Loyalty**: High customer satisfaction is reflected in repeat purchases and strong community engagement.

**Key Takeaways:**

**Goal Setting**: Set clear, long-term goals aligned with your vision.

**Discipline**: Maintain rigorous standards and consistent execution for sustained success.

*(Time: 6:47)*

**Comparisons:**

Vedang started the discussion by comparing **Strategic Planning**, where he highlighted Snapdeal's ambitious yet unfocused goals and rapid expansion, which lacked a coherent strategy. In contrast, Apple demonstrated a clear vision with focused execution, driven by innovation. Moving to **Operational Efficiency**, Vedang pointed out Snapdeal's operational inefficiencies, particularly in its supply chain, which hindered its ability to deliver effectively. Apple, on the other hand, excelled in supply chain management and high-quality production.For **Innovation and Quality**, Vedang emphasised Snapdeal's limited innovation and reliance on a price-driven strategy, whereas Apple was praised for its constant focus on innovation and exceptional user experience. Finally, under **Market Adaptability**, Vedang discussed Snapdeal's slow response to market trends and missed opportunities, compared to Apple's quick adaptability and ability to pivot its strategies as needed. *(Time:7:48 )*

Allan then continued the discussion with **Financial Management**, where he contrasted Snapdeal's financial challenges and unsustainable business model with Apple's strong financial performance and sustainable practices. He then moved to the **Customer-Centric Approach**, highlighting Snapdeal's customer service issues and lack of focus on customer satisfaction, while Apple emphasised a customer-focused culture and exceptional user experience.For **Leadership and Vision**, Allan pointed out Snapdeal’s leadership struggles and lack of clear vision, whereas Apple benefited from strong leadership and a visionary CEO, fostering a clear company culture. Lastly, in **Global Presence**, Allan noted Snapdeal’s limited global reach, whereas Apple enjoyed a strong international presence and iconic brand recognition.*(Time:8:35 )*

**Conclusion:**

Soham cut to the chase and made the conclusion short and meaningful by explaining the important points made previously.The conclusion was received well by all present.

(*Time: 10:11*)

**Outcome:**

The presentation emphasized the critical role of goal setting, discipline, and teamwork in achieving success for everyone involved.