

Detailed Analysis on whether Jaguar Landrover should start Manufacturing in India

You can use following questions to plan the framework

About Jaguar Land-Rover

- What was Jaguar Land-Rover ?
- Company size (Financial, Employees, Stakeholders and Investors etc.)
- What was their revenue model ?

About Current Scenario

- Current Manufacturing Strategy
- Global Market presence and market share
- Market share in India
- Exporting and offshore assembly cost

Do Failure Mode Analysis about Jaguar Land-Rover entering Indian Market

(Do Profitability framework study, Understand their revenue model and Customer acquisition strategies)

- Estimated Cost associated with Supplier acquisition, Setting up the plant
- Cost associated with Labour acquisition
- Socioeconomic causes
- Estimate the Breakeven Period

Do a comparison with current strategy and Failure modes

What could be done differently ?

- Imagine you are a key decision maker for Jaguar Land-Rover, What strategy would you recommend to make the Jaguar Land-Rover be profitable
Eg. Outsourcing, Setting up an entire plant or Hybrid etc.