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**SCHOOL OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(Dual Specialization)**

**COURSE CODE: B22MBS421 Semester: IV**

**COURSE NAME: Business Plan Preparation for New Ventures**

**ASSIGNMENT -1 (IA-1)**

**Faculty: Sangita Saha**

**Date of announcement: 26th Feb 2024**

**Date of Submission: 5th Mar 2024**

**Max minimum marks: 5 Marks**

**Rubrics for Assignment:**

1. **Startup Story -3mk**
2. **Value proposition & Mission Statement -1 mk**

**Course Outcomes:**

CO1: Identify lucrative business opportunities after analyzing the industry competitiveness adopting specific models.  
CO2: Create the value proposition and branding for the new venture.

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| --- | --- | --- | --- | --- |
|  | Question | Marks | CO | PO |
| 1 | Christina has always wanted to open a small neighbourhood bakery, Christina’s Confections. She is currently working out of her home, earning income making cakes and baked goods for weddings, parties, and other special occasions. She would like to find a location for her bakery, as she believes there is a market, and she would like to expand her business to a retail operation. She has some money saved and her credit is good, but she is concerned that obtaining a loan will be challenging. Sales have been consistently increasing, and she now has one part-time employee, but she thinks that with a retail location she will need to hire an additional two people on a part-time basis. If she does hire staff, she will need to consider the cost of labour, how many hours she would need each of these staff, and the tasks she would need them to perform at this stage in her business operation. As a result, she will need to consider their wages as a cost of labour on top of all the other supplies, insurance, rent, advertising, point-of-sale equipment, and various other costs she did not have when she was operating out of her home.   |  | | --- | | Christina has always wanted to open a small neighbourhood bakery, Christina’s Confections. She is currently working out of her home, earning income making cakes and baked goods for weddings, parties, and other special occasions. She would like to find a location for her bakery, as she believes there is a market, and she would like to expand her business to a retail operation. She has some money saved and her credit is good, but she is concerned that obtaining a loan will be challenging. Sales have been consistently increasing, and she now has one part-time employee, but she thinks that with a retail location she will need to hire an additional two people on a part-time basis. If she does hire staff, she will need to consider the cost of labour, how many hours she would need each of these staff, and the tasks she would need them to perform at this stage in her business operation. As a result, she will need to consider their wages as a cost of labour on top of all the other supplies, insurance, rent, advertising, point-of-sale equipment, and various other costs she did not have when she was operating out of her home. She needs to figure out how she will make money and how she will finance or pay for her new start-up costs in the retail location.  1. What are the challenges faced by Christina in starting her business?  2. Conduct Internal Analysis for Christina's business.  3. How you think Christina can pursue her business? | | 3 | 1 | 2, 3 |
| 2. | In late 1999, the top management of Titan Industries Ltd. (Titan), India's leading watch, clock and jewelry manufacturer, was surprised when several senior executives threatened to resign. The threats reportedly came after a long period of employee unrest in the organization. The reason behind the unrest was the company's decision to increase the level of outsourcing in its manufacturing activities while limiting production facilities for just assembling purposes.  Titan's Vice-Chairman and Managing Director Xerxes Desai (Desai) quickly issued a statement stating that the above was not true. However, this was in sharp contrast to his earlier statements in the media. In an interview to a business magazine, Desai had remarked, "We will manufacture only if we can do it faster and cheaper than anyone else in the world." Even as the company worked towards explaining its strategies clearly to the employees, analysts could not help remark that Titan was already sourcing a large part of cases and movements, key watch components, from within and outside India.  Moreover, the company had always been sourcing a variety of raw materials such as stainless steels, tool steels, engineering plastics, tools, consumables, components and specialty movements for its watch manufacturing operations through vendors spread across 20 countries, mainly in Asia and Europe. The company's management seemed to have realized that global sourcing of certain  components made better business sense. Media reports even quoted watch industry officials claiming that companies like Titan had 'no option but to move away from manufacturing and towards trading in the long run.'  Titan was promoted as Titan Watches Ltd. jointly by Questar Investments Limited (a Tata group company), Tata Sons, Tata Press and the Tamilnadu Industrial Development Corporation Limited (TIDCO). The company was incorporated in July 1984 in Chennai, India, in technical collaboration with one of the world's largest manufacturers of watch movements, France Ebauches, a French company. Unlike Hindustan Machine Tools (HMT), the leading manufacturer of mechanical watches at that time, Titan Watches decided to concentrate on manufacturing quartz watches.  The company established its first manufacturing facility in Hosur, Tamil Nadu in 1987. The state-of-the-art manufacturing facility, set up with technical know-how from Europe and Japan, had an installed capacity of 3.5 million watches per annum. In 1988, the company established a component manufacturing facility and in 1990, it started a case manufacturing plant, both located close to the Hosur plant. In 1992, the company integrated backwards to manufacture step motors. During the same period, it began manufacturing electronic circuit blocks, used in its watch movements. The Rs 2.7 billion watch and clock manufacturing facilities were spread over a built-up area of 42,000 square metres.  1. Analyze external environment of titan citing 3 significant opportunities and threats. (5marks)  2.What is the importance of innovation in Titans growth? (5 marks)  3. How does outsourcing helps in economies of production? (5 marks) | 2 | 2 | 2, 3 |