

CASE-I Tea Wala

AHMEDABAD: A man who runs a tea stall outside the Indian Institute of Management here has become subject of a case study on entrepreneurship for the institute's Faculty Development Programme. Rambhai Kori, who has been running a tea stall and pan shop outside IIM-A since last 25 years, was the subject of a case study presented by the participants of the FDP, a programme meant for management teachers, at India's premier management institute as part of their assignment. "Rambhai is a entrepreneur in a true sense. He has been doing business for 25 years now. Over the years, he has learned to observe his clients, assess their needs, provide customised service and that too with facility of credit," one of the participants of the FDP who prepared the case study on Rambhai Umesh Neelkantan said. "He has all the qualities required to run a successful business venture -- strategy, planning, creative ideas, honesty, transparency and zeal to please his customer .The study is full of praises for 51-year-old Rambhai."His popularity improves day-by-day. A perceived value has been generated for 'IIM tea'. This benchmarking value in customers was developed through years of sustained relations," the study said. "An institute like IIM-A can learn lesson from a street vendor like Rambhai. It is not that lessons can be learnt from only by studying big corporates," one of the contributors of case study Jaspreet Ahluwalia said. Rambhai is a well-known around the campus. 400 cups of tea on a daily basis along with pan and cigarettes has become a routine passion for the son of a poor farmer from Devpur village in Uttar Pradesh.

Que.1 Is Rambhai an example of born entrepreneur. Justify your view?

Que.2 Differentiate between a skilled and unskilled entrepreneur

Que.3. What qualities Rambhai has to impress the participants of IIM-A to one of the case study ?Discuss in detail

Que.4 Why Rambhai is not competent with Ambanies and Tatas if he has all qualities of an entrepreneur?