

CASE STUDY 2



Founder (s): Supam Maheshwari

Service (s): Online baby and kid's store

The Success Story: The venture was initiated by IIM-A pass out & Engineer from the Delhi College of Engineering, Supam Maheshwari. His motivation to startup came from the issues he faced as a first time parent. Maheshwari has even acquired Mahindra 'BabyOye' in a stock deal and also secured an investment from the \$18-billion conglomerate. At present he is the CEO of by far the largest baby and mothercare retailer in India, both online and offline.

In 2012, he also launched a logistics business to fulfil its own orders. XpressBees, which is now run by Saha, started taking third-party orders in 2015 and raised Rs 85 crore in funding after spinning off from FirstCry. In addition, Firstcry has 70 offline stores are mostly located in Tier 1 cities like Bangalore, Chennai, Noida etc.

With these popular ventures on the list, you can also become one of the entrepreneurs carving a niche in your area of interest. All you need to do is pursue MBA from any one of the top MBA colleges of India and acquire or polish the business skills in you.

Que.1 Is it necessary to do MBA from top management institutions to become good entrepreneur? Justify

Que.2 Do SWOT analysis of this case.