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**Finvista 2024**

**Guidelines**

* You must be in the **first or second year of an undergraduate (UG 1Y and 2Y)** course enrolled at IIT Roorkee to take part in this competition.
* **No specific registration** is required to take part in this competition.
* You must form **teams of two** and choose **any 1 of the given 2 case studies** (Individual participation is prohibited).
* You must submit a presentation **not exceeding 6 slides**(excluding the introduction and thank you slide).
* The case study number which you have chosen should be mentioned clearly in the presentation.
* The **deadline for submission** of this competition is **11:59 PM 12 January**.
* The top performers of this competition will have to present their presentation to the judges and the timeline to the presentation **shouldn’t exceed 9 minutes**.

**Case 1:** TerraFuel Company, a long-standing stalwart in the energy sector of India, has, for years, held a commanding 70% monopolistic share in the coal industry. Established as a key player, the company has weathered industry shifts and economic tides, relying on its robust foothold in traditional energy sources. However, as global consciousness shifts towards sustainable practices, TerraFuel finds itself at the crossroads of a pivotal decision – a strategic shift into the renewable energy sector.

The recognition of the enormous potential present in renewable energy is what is driving this change. Driven by a conscious desire to adopt sustainable practices, TerraFuel sees a chance to both positively impact environmental stewardship and adjust to changing market needs. A number of variables, including the attraction of government subsidies for renewable energy projects, the possibility of significant tax rebates, and the promise of better credit conditions through Environmental, Social, and Governance (ESG) benefits, all contribute to the decision.

However, this bold move is not without its challenges. The renewable energy sector TerraFuel contemplates entering is currently dominated by a duopoly, where two major companies command an imposing 80% market share, leaving a mere 20% for smaller entrants. The sector is currently dominated by the solar and wind power plants with tidal and geothermal power plants taking a backseat as of now.The transition requires careful consideration, strategic planning, and innovative approaches to carve a niche in a landscape heavily defined by established players.

In navigating this pivotal juncture, TerraFuel seeks an in-depth analysis of the costs and benefits associated with this strategic move. The company wants to take full advantage of the present upward trend in the renewable energy industry. Developing plans to take advantage of government incentives, improving ESG performance for favourable loan terms, obtaining affordable credit choices, and maximising tax benefits are all part of the research process.

Given the capital-intensive nature of entering the renewable energy sector, TerraFuel is keen on actionable measures that ensure short-term profitability while laying a robust foundation for achieving a majority market share in the long run. This entails a comprehensive evaluation of TerraFuel's existing strengths, weaknesses, opportunities, and threats to formulate a market entry strategy that is not only effective but resilient in the face of industry dynamics.

As TerraFuel embarks on this transformative journey, the company seeks strategic guidance to navigate the intricate landscape of renewable energy, ensuring that its evolution aligns with both the demands of the market and the imperative for sustainable, forward-thinking practices.

**Consider the following questions:**

Q1 What are the key economic and financial factors motivating TerraFuel Company's consideration of a strategic shift from the coal industry to the renewable energy sector?

Q2 How does TerraFuel plan to navigate the transition into a duopoly-dominated market in the renewable energy sector, given the current 80% market share held by two major companies?

Q3 In what ways can TerraFuel leverage govt subsidies and tax benefits as well as Environmental, Social, and Governance (ESG) benefits for its strategic move into the renewable energy sector?

Q4 Given the capital-intensive nature of entering the renewable energy sector, what specific market entry strategies should TerraFuel employ to ensure short-term profitability and establish a foundation for long-term market dominance?

Q5 How does TerraFuel plan to address the financial challenges associated with the transition? Do a detailed cost-benefit analysis to check for the same.

Q6 What revenue streams should TerraFuel develop to strategically position itself to achieve a majority market share in the renewable energy sector over the long term?

**OR**

**Case 2:** SkyLink Network Ltd., a renowned media powerhouse, has held sway in entertainment and news broadcasting for over three decades. Commanding a 46% and 34% market share in entertainment (movie and general entertainment) and news, SkyLink Network's innovative programming has made it a household name in the Hindi-speaking Indian market. Eyeing the burgeoning sports broadcasting arena, SkyLink aims an expansion strategically, considering market conditions. Motivated by the sector's potential and evolving consumer preferences, SkyLink Network plans to leverage its brand equity to enter this competitive market dominated by a duopoly. This move reflects SkyLink Network's commitment to adaptability and innovation, aiming to redefine sports broadcasting by infusing it with the quality and innovation for which the company is known. Sports broadcasting in the Indian market is dominated by 2 major players, sharing 77% of the market share.

**Consider the following questions:**

Q1. Analyse the driving factors motivating SkyLink Network Ltd.'s interest in venturing into sports broadcasting from its established entertainment and news broadcasting segments.

Q2. Develop a comprehensive plan outlining SkyLink Network's strategic approach to penetrate a market dominated by two major players holding 77% of the share, with only 23% available for smaller entrants.

Q3. Investigate how SkyLink Network Ltd. can harness its current brand recognition and audience engagement from entertainment and news broadcasting to create synergies in its sports broadcasting expansion.

Q4. Perform a SWOT analysis for SkyLink, considering its existing strengths, weaknesses, and opportunities, alongside potential threats in the sports broadcasting landscape.

Q5. Address financial challenges SkyLink might face during this expansion and outline strategies to ensure financial viability and recommend actionable short-term strategies for SkyLink Network to ensure profitability during the initial phases of entering the sports broadcasting sector and long-term market penetration strategy for a majority share.

Q6. Propose risk mitigation strategies to anticipate and address potential challenges or uncertainties associated with this strategic expansion and diversification.(No need to develop quantitative models)

**Submission Link -** [**https://forms.gle/nve86piAihstBn7RA**](https://forms.gle/nve86piAihstBn7RA)