



CASE STUDY COMPETITION

AIM: A team comprising of a maximum of four students must compete to develop strategies and solutions for real life case studies. The team members must apply their analytical skills to develop strategies for the different cases provided.

DESCRIPTION: The competition has been introduced at PECFEST 2018 for all the business and policy making enthusiasts out there. With specific focus on strategy making and analytical thinking, the teams must compete for delivering the most effective and innovative solutions to real life problems faced at some of the highest levels.

Therefore, students through effective use of their interests in areas like marketing, finance, human resource or business strategy development in general, must formulate and provide solutions in the most comprehensive, yet convincing manner that reflects the spark in them of striving for excellence in today's corporate and policy making domain.

PROCEDURE:

Registration: Every team (maximum 4 members) has to register for the event on the official PECFEST website. From the time these guidelines have been published, the acceptance for team registrations will begin.

Competition Structure: The competition shall consist of two rounds: the **Prelims** and the **Finals**.

Prelims: This round will have every team receive a common case study. The problem statement shall require a team to develop certain strategies in solving certain business problems. Therefore, every team shall submit a presentation of 8-9 slides detailing the approach and strategies that they would adopt if they were in the position. The deadline for submission of the presentation is at **11:59 pm on 22nd October, 2018**. The same has to be mailed to the email id: ieee.pecsb@gmail.com

Following are the general guidelines/rules for the prelims that are to be kept in mind. Please note that the judgment criteria is strictly based on these guidelines and hence, the teams are advised to adhere to it:

1. **Clarity of thought:** The presentation submitted must demonstrate a clarity of thought with ideas and solutions expressed in a well-structured manner. For every solution proposed, the presentation must include a **multi-dimensional analysis** (**social, economic and political** (if any)), its **feasibility**, the **pros** and **cons** of implementing the solution and **data** (if any) to back their claims of effectiveness of the solution.



2. **Innovative approach:** The more original and innovative the solutions are, higher the points will be allocated to the team. Hence, the teams must ponder over what new they can think of.
3. **Simple layout:** The judgement team is expecting a simple layout of presentation style. Thus, the teams are advised not to focus on the style of the presentation and rather on the content itself.
4. **Plagiarism:** The teams are to note that Plagiarism will not be tolerated and shall lead to immediate disqualification. While the teams are allowed to take cues and ideas/hints from sources like the Internet, copying of entire solution as itself will not be allowed.
5. **Length of presentation:** The teams are to note that the maximum limit for the presentation is **9 slides**. For ever slide that exceeds this limit, negative points shall be awarded to the team.

Based on the above rules and guidelines, **ten** teams shall be shortlisted for the finals round. These ten teams will be required to be physically present on the premises of Punjab Engineering College for the Finals round. The teams will be required to bring their laptops with them. The rest of the details shall be disclosed on the spot.

The rest of the document consists of two cases. Every team is required to choose either of the two and make a presentation on either for participating in the Prelims.

CASE 1: BUSINESS CASE OF ABC COMPANY

ABC is a China-based electronic product manufacturer for consumer devices. It has a 15% market share in global consumer electronic product market, with the major consumer base based in USA. Recently, the US government has decided to import high import tariffs on electronic products that enter US market. As a result, the price of the company products in US will increase multifold.

The CEO of company, after seeing the current situation has hired a leading third-party consultant to explore the market and to look at the way out to the problem as the company has its major consumer base in USA.

The CEO has approached you for professional opinion and has shared the below questions from the Board:

- How big is the existing electronics market and how is it growing?
 - What are the current trends in electronics market?
- What are the opportunities and the risks likely to be faced by the company in the market?
 - What is the degree of competition in the market?



- How should the company foray into the market?
- In order to maintain its profits, what should be done by the company to overcome effect of the introduced import barriers?
 - Should the company target on US customer base or should it widen the customer base elsewhere?
 - Should the company target on reducing the cost of the technology involved?

The report will be presented to the Board directly and hence the CEO wants it to be crisp, intelligible, readable, and presented in 7–8 slides.

CASE 2: KERALA RELIEF PLAN

Kerala received heavy monsoon rainfall, which was about 256% more than the usual rain fall in Kerala, on the mid-evening of August 8, resulting in dams filling to capacity. Almost all dams had been opened since the water level had risen close to overflow level due to heavy rainfall, flooding local low-lying areas. For the first time in the state's history, 35 of its 54 dams had been opened.

Rescue operations were conducted but many people lost their lives, as several remote areas were inundated and connectivity had been cut off due to which timely help could not reach them. Thousands remain trapped in their houses, amid shortage of food and water. At least 724,000 people have been rendered homeless and took shelter in 5,645 relief camps. Roads and bridges in the state have been severely damaged. The flood that caused massive devastation across Kerala left behind several scars that will impact the people and their lives for a while yet.

The Govt of India is trying to build a road map towards improving the situation in Kerala and hence, has appointed a consultant to build a plan towards rehabilitation of the catastrophe-hit state. You are the consultant and hence, you need to present an in depth plan which gives answers to the following questions:

- What are the major challenges that are being faced by the state?
- How would a holistic plan be developed, which is capable of rehabilitating every section of society, ranging from marginalised to rich people?
- How can such events be avoided in future?
- How should the disaster mitigation team respond to sudden disasters?

The plan will be presented to the Govt directly and hence the plan should be crisp, intelligible, readable, and presented in 7–8 slides.

