Business Strategy of Patanjali

You can use following questions to plan the framework

About Patanjali

What is Patanjali ?

Company size (Financial, Employees, Stakeholders and Investors etc.)

What was their revenue model ?

Marketing strategy

Customer analysis

Product/Service Analysis

About Market

Key competitors in that period

Socioeconomic factors faced by Patanjali

Position of Patanjali in market compared to other competitors

PR and Media

Failure Cause and Effect Analysis :

What are the possible causes of failure and how could they affect the business ?

New competitor in Market

PR or Media reputation damage

Socioeconomic causes

Supplier and Customer bargaining power

What could go Wrong ?

Imagine you are a key decision maker for Patanjali. Estimate, what could go wrong that might damage the business ?

Growth Opportunities in Current Scenario

Understand the possible growth opportunities for

Customer acquisition

Entry to new market

New venture in same business line

New product opportunities in\