**Assignment 3: Recommendations for the IBIBO Team**

The case study talks about the journey of Red bus from nothing to a start-up that got acquired by an International organisation and follows the journey through its chaotic acquisition tale. Even after, hiring the best talent, attaining so much success, lack of transparency and conversations with existing employees and senior management made the acquisition a failure and lead to lot of chaos and resignations.

After the takeover chaos at Redbus, it would be wiser for the team to:

1. Put an official announcement on their website or any media platform possible of the acquisition.
2. Get Sama and his team on board and have conversations and understand their agreements with employees and their ESOPs so far.
3. Better the ESOP agreement and list down proper conditions.
4. Settle the ESOPs. Issue the ones that are yet to be done according to the plan depending on the seniority and tenure of work at the organisation.
5. Hire internally or externally a trusted person for the position of COO and other senior empty positions through attractive schemes and better ESOP conditioned agreements.
6. Understanding proper functioning, structure and other operations or crucial part of the business is very important for the team who has acquired Redbus. Keeping the senior team involved till the longest time possible would be a wise option.
7. It is very important for the company to retain its inner unity which is the Employees of the company and keep them motivated. Conversations, attractive incentives, promised ESOPs are all few problem-solving solutions. Keeping the employees more engaged , involved and motivated is very much essential
8. Sama needs to step in and take charge of his organisation back and give all that he promised. Also, because, the chaos needs to be settled by Sama itself.
9. If possible, retaining the COO, Mr. Goel back by incentivizing and fulfilling his needs would be a great deal. A person who understands the organisation already and is a great talent is worth retaining back and the efforts that would go in.

Thus, for any acquisition or merger to succeed, it is essential to focus on :

1. Understanding the background, journey, functioning and structure of the organisation
2. Be ready for the change
3. Keep the team involved, engaged and motivated throughout
4. Make the required healthy structural change and so on.

Redbus and Ibibo, like any other organisation, for a successful and less chaotic acquisition should follow these steps and after, Sama returning, should handle situation carefully through conversations and rebranding strategies to get the trust and energy back. ESOP issue to the rest of the employees according to the plan should be done. Better and greater value return on the ESOP should be provided. An option or liberty to earn through increasing value of ESOP should be given to get flexibility and higher growth and performance.