

Case 2

Business Environment Goal: Global

#1

One external market environmental factor that impacts Outline India's ability to collect data is the level of technology and infrastructure available in the areas where they operate. For instance, in some rural areas in India, there may not be reliable access to electricity or internet connectivity, which can make data gathering difficult. This can affect the accuracy and completeness of the data gathered, as well as the speed and efficiency of data collection.

Another factor that can impact Outline India's ability to collect data is the political environment in India. Changes in government policies or regulations can affect the types of data that can be collected, who can collect it, and how it can be used. Additionally, political instability or unrest can create a challenging environment for data collection, as it may not be safe for surveyors to operate in certain areas.

A third factor that can impact Outline India's ability to collect data is competition. Other firms or organizations may be collecting similar data or targeting the same markets, which can create a crowded and competitive marketplace for data collection. This can make it difficult for Outline India to establish itself as a leader in the field and secure contracts with clients. It can also impact the quality and accuracy of the data collected, as different organizations may be using different methodologies or criteria for data collection.

#2

Outline India's global strategy involves providing a large quantity of high-quality field data to help inform the decisions of policymakers and companies, ultimately with the goal of improving the lives of many rural Indians. They aim to do this through a combination of data gathering and data analysis, using both descriptive and predictive analytics to produce insights that their clients can act upon.

One of Outline India's main expectations regarding reliability is that the data they gather will be accurate and complete. To ensure this, they train their surveyors rigorously and test them to ensure that they are proficient in handling the specific types of data they will be gathering. They also strive to address potential biases in the data collection process by training their surveyors to gather data from a wide range of sources, including both urban and rural areas.

In terms of quality, Outline India aims to provide data that is not only accurate but also relevant and useful to their clients. They perform advanced analyses on the data they gather and communicate the results directly to their clients, as well as making the data available to nonprofit organizations. By doing so, they hope to provide insights that can inform decisions related to marketing, corporate social responsibility, and government policy, among other areas.

Finally, Outline India's range of services includes data gathering, descriptive and predictive analytics, and communication of results to clients. They work with commercial and governmental clients alike, as well as with nonprofit organizations. Their services are primarily focused on rural areas in India, but they aim to expand their reach over time as smartphone ownership and other forms of technology become more widespread in the country. Overall, Outline India's global strategy is focused on using data to improve the lives of rural Indians and provide insights that can help their clients make informed decisions.

#3

Here are two possible courses of action that could help Outline India collect large amounts of complete and reliable data.

Develop partnerships with local organizations: Outline India could seek out partnerships with local organizations in rural areas, such as community groups, schools, or health clinics. By working with these organizations, Outline India may be able to gain greater access to rural communities and collect more comprehensive and accurate data. Additionally, these partnerships could help to build trust with community members, which could be crucial for obtaining high-quality data.

Invest in technology and infrastructure: As mentioned in the article, one of the challenges facing Outline India is the lack of reliable technology and infrastructure in some rural areas. To address this, Outline India could invest in technologies that make data collection easier and more efficient, such as smartphones, tablets, or other mobile devices. They could also explore options for improving internet connectivity or providing training and resources to help surveyors work more effectively in low-tech environments. By investing in technology and infrastructure, Outline India may be able to collect larger amounts of more complete and reliable data, while also improving the speed and efficiency of data collection.

References

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