**Strategic Management**

**September 2021 Examination**

**1. You have been appointed as a Strategy Consultant to Godiva Chocolatier which is a Turkish-owned chocolate maker which is jointly owned by Turkish conglomerate Yıldız Holding and MBK Partners wanting to enter India. Godiva was founded in Belgium.**

**Which one of Porter's Generic Strategies would you choose to be operational in India& Explain the reasons in detail behind your choice of strategy? Once the strategy has been chosen, explain the categories of customers you would target along with the price points? (10 Marks)**

**Ans 1.**

**Introduction**

Business strategists are sometimes referred to as advisers in organizations, and their role is to help their clients elevate their operations by implementing particular and effective strategies. Furthermore, a strategic consultant in management consulting senior management typically streamlines the most senior level of a company's job in various ways. In a similar vein, a strategic consultant has to assess the objectives of a company's business operations. These long-

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**2. Carrefour, a French Retail chain of stores wishes to enter India. Conduct a PESTLE analysis for Carrefour in India & suggest whether Carrefour should enter India or otherwise. (10 Marks) –**

**Ans 2.**

**Introduction**

It is one of the most successful French retail grocery chains, with around 5,000 locations ranging from tiny neighborhood stores to giant supermarkets in hypermarkets. In a similar vein, clients purchase various products from the French market, including pocket towels, wash, French soap, French cheese, colorful purses, makeup, and other accessories. On the other hand, PESTLE examines the most effective business management and marketing techniques, which aid in the identification of the most important factors that influence a company's operations, such as

**3. You are the Head-Manufacturing of Godrej Industries. You are planning to set up a brand-new Manufacturing plant at a village in rural Maharashtra.**

**a. Perform a Stakeholder analysis & suggest which all stakeholders will be taken in to confidence & also, what would be your communications approach plan to bring them in to your point of view? (5 Marks)**

**Ans 3a.**

**Introduction**

Stakeholder analysis aids in the analysis and systematic collection of qualitative and quantitative information from many sources. In a similar vein, it contributes to the addition of information relating to the interests of businesses taking part in the implementation and development of programs and policies in the company. On the other hand, stakeholder analysis helps to generate

**b. Highlight some of the creative & innovative initiatives that you would undertake to convince the stakeholders that you mean to do well for all the stakeholders. (5 Marks)**

**Ans 3b.**

**Introduction**

In manufacturing and other industries, publicity is achieved via introducing innovation and creativity into the firm. In a similar vein, imagination and ideas assist customers in understanding the motivations of any firm and identifying the most appropriate items for them. Furthermore, substitution, combination, adaptability, reversal, and removal are all examples of innovative