**Strategic Management**

**December 2021 Examination**

**Q1**. **You have been appointed as a Strategy Consultant to an International German luxury brand Philipp Plein wanting to enter the Indian market within the year. The luxury clothing brand offers high-end clothing for men, women, and children.**

**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 system has been selected, define the categories of customers you would target along with the price points? (Please assume that the Covid-19 pandemic is over).** **(10 Marks)**

**Ans 1.**

**Introduction**

Porter's generic strategy is a theory that describes how a company can not only compete against its competitors but also benefit from their success at the same time. Porter's method of differentiation has four varieties. Differentiation strategy, differentiation consciousness, cost leadership strategy and value cognizance strategy are some of the regular techniques which are used commonly. Its Half solved only

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**2- An International MBA University by the name of INSEAD located in France wishes to enter India to set up a campus. Conduct a PESTLE analysis for INSEAD in India & suggest whether INSEAD should enter India or otherwise. (Please assume that the Covid-19 pandemic is over).** **(10 Marks)**

**Ans 2.**

**Introduction**

An organization's operation is affected by a number of factors related to its environment. In this type of situation, a company can't control everything that occurs. The PESTLE analysis using the PESTLER model is a method of figuring out those factors that might affect a company. In order for this to be achieved, the operating environment must be tuned to eliminate all disturbances and trouble. It is important to turn problems into successes in order to achieve success in life. This is an excellent resource that offers solutions to many questions, affecting how a business can move

**3. You are the CEO of US-based automotive major Ford motors in India. Your company is facing formidable rivals like Hyundai & Kia Motors. You have been operating in India for several years. During 2021, there has been a steady decline in your revenues & profitability. Your market share has also fallen from 4.69% to 3.31% during 2021. Your competitors are eating into your market share slowly & steadily during Covid-19 pandemic times. (Please assume that the Covid-19 pandemic is over).**

**a. What turnaround strategies can you suggest to arrest the decline of revenues & profitability of your company?** **(5 Marks)**

**Ans 3a.**

**Introduction**

It is important to understand that the cut-down strategy is a tool utilized by employers for analysing their policies and for developing new ones. To put it simply, it allows an organization to delay a decision which could lead to catastrophe for the organization if it were to be made. In those circumstances, a company must focus on changing the way they run their commercial

**b. In your opinion, would it be considered appropriate to pursue a Joint Venture Strategy, or should "Ford Motors" go it alone in India? If Yes, state your response with appropriate justifications & reasons & with which vendor? If No, state your response with appropriate justifications & reasons? (5 Marks)**

**(Please assume that the Covid-19 pandemic is over).**

**Ans 3b.**

**Introduction**

An organization decides to observe a strategic alliance to increase the sales of its products, limit the competition, and enhance the profitability of the company. Organizations are able to work together to reach an agreement within a short time period or over the long term. Depending on the nature of the alliance, the formality or informality may be involved. A strategic alliance is a