**Strategic Management**

**September 2023 Examination**

**1. Tata Retail Enterprises [TRENT] is the Tata Groups’s Retail Venture which has Westside, Star Bazaar, Croma, Big Basket. It is also present in other retail sectors – Tanishq – which is into retailing of Jewelry and has recently entered the growing beverages retail marketing through its tie-up with Starbucks. Tata’s wish to increase their portfolio of retail offering by getting into other areas of retail.**

**Can you suggest 5 different areas [with reasons] of retailing they could get into to get a deeper foothold in the Indian Retail Sector. (10 marks)**

**Ans:**

**Introduction:**

Tata Retail Businesses (TRENT) is an outstanding retail project of the Tata group, which currently operates successful manufacturers such as Westside, Star Bazaar, Croma, Big Basket, and Tanishq. With a sturdy presence in numerous retail sectors, TRENT has confirmed its potential to cater to multiple consumer wishes. However, to similarly fortify its position in the Indian retail industry, TRENT should explore new retail areas. In this essay, we will speak about five one-of-a-kind regions of retailing that TRENT ought to recall coming into, along with the reasons for their ability It is only half solved

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**2. Can an NGO use Strategic Management for taking its goals and objectives forward? Study the website of an NGO called Oxfam India on** [**www.oxfamindia.org**](http://www.oxfamindia.org) **and basis what they are currently doing suggest one new area they should get into and where they can make a meaningful contribution over the next 3 years? Please give a strong rational for selecting this area?**

**Ans :**

**Introduction:**

Strategic control is critical for organizations, including non-governmental organizations (NGOs), to align their desires and objectives with their activities and effects. By adopting strategic control concepts, NGOs can beautify their performance, efficiency, and impact in addressing societal issues. This paper examines the idea and application of strategic control in NGOs and explores potential regions for Oxfam India to expand its contributions over the subsequent three years.

**3. The Costco Wholesale Corporation known in short as simply COSTCO is the biggest American operator of discount stores. Discount Stores are also known as Warehouse Clubs or Wholesale Clubs, in which bulk quantities of merchandise are sold at deeply discounted prices to customers who join the Club as members and pay an annual membership fee. COSTCO is one of the largest retailers in the world and wants to enter the Indian Market. Please answer the following with respect to COSTCO’s impending entry into India**

**a. Will this kind of retail outlet be popular in India? Please answer this by a relevant analysis of the same. (5 marks)**

**Ans :**

**Introduction:**

Costco Wholesale Corporation, generally known as Costco, is a prominent American operator of discount stores or warehouse golf equipment. With its achievement in the united states of America and several different international locations, Costco is considering coming into the Indian market. This file aims to analyze the ability reputation of this retail outlet in

**b. What are the different modes by which COSTCO can enter the Indian market? (5 marks)**

**Ans :**

**Introduction:**

Costco Wholesale organization, typically called Costco, is a renowned American operator of bargain shops, additionally known as warehouse golf equipment or wholesale golf equipment. With its achievement inside the American marketplace, Costco has goals to increase its operations globally, which include entry into the Indian market. This essay will