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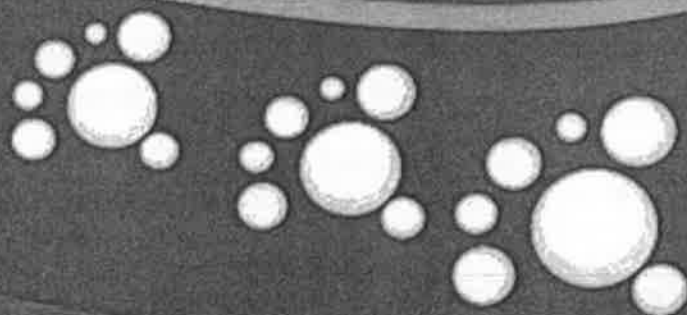
# Humanities and Social Science Studies

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## BUSINESS CHERISHES OR PERISHES; WHEN YOU ARE – A ROOT CAUSE CASE

A case study (Management)

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### Introduction:

The professional Institute so called Management Schools and Courses on start-ups of late teaching students on various factors, parameters and circumstances of business, in name of self-employment and start-ups. Because all such kind of learning are basically a concept of 'Employability Mettle' by using the knowledge and experiential kind of learning into the practice as a job provider instead of job seekers.

One by name Mr.Raman based on the inputs from the friends and influenced by the advertisement decided to take admission in MBA Institute for the study of Business Management. Raman was really good in academics; examinations result and overall, a scholarly guy. He completed graduation (B. Com), since he had inputs and influence of advertisement, he already a made a mind to do MBA. Hence, accordingly he completed the process (passing the entrance test etc.) to take admission in MBA with clarity to be an entrepreneur, businessman by virtue of the startup. During his studies, he was totally involved, committed, deep learning of concept right from scratch to finish and workaholic nature of behaviour. In precise 'all is well; from his end and he has been on track to with business concepts and industrious amount of efforts.

There was one more group of MBA students namely, Raj, Raju and Roopa, who were from the rich family background and out of box thinker (do something new) was their attitude. And their out of box thinking attitude towards business being a own boss and answer to their job career. During study time it was loud and talks of the Institute and directly and indirectly they had 'Me Too' thought process with Raman, but the tunnel-view and industrious quality of Raman was really mettle for the start-ups.

The market due to the competition, bigger players, consumer behaviour attitude and practise, external forces on buying decision etc., made volatile and emerges with serious business bends and churns with ultimate calls. Thus, an unplanned, improper feasibility calculation and without any market research study, customers comprehensive outlook certainly have much more important to deal with business hurdles and hassles.

### Performance:

Mr. Raman will be referred as 'He / Him / His' and other three Raj, Raju and Roopa will be referred as 'They / Their / Them' in the case discussion.

The performance in the Institute was good. He being scholar and good in academic most of time he relates the situations and happenings with logic and analytical approaches for the insight, hindsight and foresight. This made him 'Think-Tank' student in the Institute, who makes things possible till results are achieved. Whereas they are just keep going without any kind of thought process and has better showbiz in the Institute and started knowing and tagged as 'Out of Box Thinkers'. They were in the forefront in the Institute activities and stage management and driving force for other activities in the Institute.

All was well at the Institute he and they were known for their domain; he was known as 'Think-Tank' and they were known as 'Out of Box Thinkers'. The academic studies were over, with beg bang of Sendup / Farewell both were honoured with their activities in the Institute and lots of memoire in the mind of teachers and rest of students. In their farewell speech both were wanted to started their own business / start-ups. As we know Raman had already decided to be Entrepreneur base on that only he did MBA, whereas they were from rich family and in comfort zone, on 'Me-Too' concept decided to be into business. Basically, start-up and entrepreneur is very powerful push force of innovative and creative mind-set for their ideas and thought

process. The core backdrop to draw this case and road map is to apply knowledge and skills into the really time, start-up. However, both were conceived to do business by virtue of start-up.

#### **Essence of the case:**

In precise he had decided to be an 'Entrepreneur' a rational thought that is the reason he took admission in MBA to enrich himself with market outlook and to learn other management strategies. They were from the rich family and because of trend in professional education took admission for the MBA. They have caught the concept of 'be your own boss by your business / start-up generates better income and be a job provider rather than a job seekers'. But essentially start-ups must have the Domain Knowledge which necessarily reflects the deep learning of the business like, market survey, research on customers preferences, knowing the strengths of competitors and most important the Product Life Cycle. Further, must have performance vibes of their business in all odd situations, particularly during decline phase of the business.

Today's start-ups certainly packed up with Technological Knowledge, which help in functioning smartly with speed. The better insight of technology leads to cost saving, greater efficiency, and generate a massive impact, taking us to the business plethora.

Hand-on doing differently is an intangible skill of Innovativeness and Creativeness that is real call of the today's market and industry. Such kind of skills and techniques are really time-tested competencies. It certainly a way forward for the start-ups to do well in the competitive environment particularly.

Indeed, right mind-set with positive and right spirit of thinking is an essence of growing business and start-ups. The focussed and tunnel view of the start-ups on their missions, objectives and overall planned achievement is real a great challenge. However, the above description nicely put forth in the pictorial presentation as below,

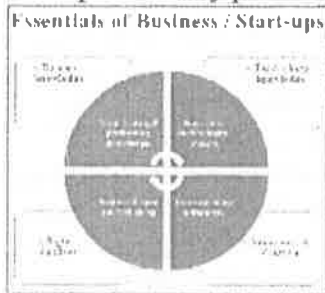


Figure / Table No.1:

#### **Challenges and Crux of the case:**

The case reveals that, the young management students look for the business / start-ups on concept of entrepreneurship, innovation, and creativeness and based on the Institute environmental forces, they took Emotional decision to start business. Whereas he was well decided and then took admission for the MBA.

He did his business studies to learn and earn business skills, techniques and acumens. He accordingly very serious to his academic assignments, his thoughts were always rational with pros and cons of the issues to overcome the challenges. The most important parameter was calculating was Return-on-Investment (RoI) and business earns profit rather than on BEP. Whereas, they were very causal to the issues of business and pumping money for business from their parents, their business becomes totally emotional base. They did not work on RoI and survival strategies, ultimately facing lots of issues and challenges in their business growth. However, the above challenges and crux of the case lucidly presented herein,

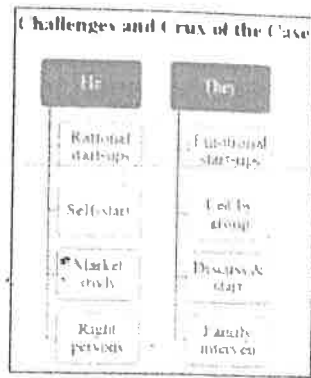


Figure / Table No.2:

**Narrative of the case:** The case developers felt to assess the Rational Vs Emotional kind of start-ups / business by the young management graduates. On comprehensive and deep study, it came to light that, He wanted to do business by 'choice' and they were on 'chance'. The planned and choice factor stimulated him to work hard and overcome all kinds of business hiccups and hurdles, since he commenced business after market survey / study. Further, it helps him to diversify the business into new ventures. Final outcome, he was flourishing and was known as Biz-Tycoon. He became powerful alumni and contributed for the development of Institute by guest lecture, student interns and placement etc. Whereas they were into the entrepreneurship drive because of the Institute campus emotion and it was led by the group with family intervention. The analysis reveals that, steadily they were not able to sustain the gestation period of the business and facing lot of hassles to reach BEP, even hard to meet the fixed overheads like rent, material cost, labour wages, administrative, operative expenses etc., cascade them into the victimization. The major cause was at some extent they are missing few marketing verticals, customers behaviours survey and lot more market insights made daunts to their business. And in the Institute their popularity slowly vanished and this management case Rational Vs Emotional was famous and all students were advised to study this case and be like Mr.Raman. Yes, you need to be a 'Sparkling Students, Not Barking one'.

#### Findings of the case:

The findings of the case are really fruitful and applied.

- He used the tools of knowledge, skills, exposure of market, research and survey, before starting the business and he was knowing the financial techniques and it was a totally rational move and start-up.
- He had best promising strategy to move on different variant of business baskets, because he was knowing the market.
- They were started the business because of Institute entrepreneurship drive and created artificial show-biz and out of box thinkers. Thus, a emotional move supported by family.
- Over the period of time, they were started facing break-even-point (BEP) issue, because they lack market insight, customers outlook, competitors strengthens and a strong real-time business feasibility plan.
- The developers of case have drawn the working model for the start-ups. This working architect has assumptions like, market research, survey, feasibility report, innovation, creativeness and all other marketing verticals.

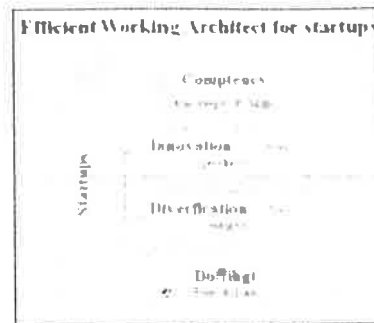


Figure / Table No.3:

According to the above 'efficient working architect for startups' one has to groom for business-ship and entrepreneurship practices. In the most of the B-school all the insight, experiential, peer learning are generally being thought. In this circumstances one should take the things rationally, being management student must analyse the ground realities with the knowledge and skills. And the mantra of 'Do Right, Do First & Do Fast' must be fit in the business to increase the turnover. The application of Product Life Cycle plays significant role along with the feasibility.

**Conclusion:** Thus, a first thought business / emotional start-ups may have lots of challenges and over period of time it victimized and force to shut down the business. Whereas a contemplated, thought proven, coined with feasibility of business / start-up, certainly flourish the business. That is the concise and precise of the above case.

### Teaching Note

#### Business cherishes or perishes; when you are – A root cause case

##### Case synopsis

Of late it has been crazed to do MBA either to start business or to earn as a prestige in the society. The most of the affluent family's son / daughter by default has a dream and chance to take admission for the MBA. And few has planned, choice and need to do MBA for their own prosperity.

Accordingly Mr.Raman and other three Raj, Raju, Roopa took admission for MBA. At the Institute / B-school initially everything was goody-goody and all was well. In the progression experiential learning, industrial visit, field work, interns, peer learning, presentation started. He being a scholar and had interest towards entrepreneurship, he use to take initiative in all learning activities and meets his learning objectives. Whereas they were into the showbiz and most of the time the learning objectives were not met. The example was the business mystery activity. He took this activity so seriously as if his own business, he did wonderfully by using the tools like market survey, segmentation and product position and earned a profit of 200% more than other group. He did the mapping of all resources, worked on the optimization of performance linked incentive to all staff and 'do differently' strategy made wonders.

**Key words:** serious interest, segmentation, performance linked incentives, optimization of resources, market survey and MBO.

##### Target Learning group:

MBA, BBA, management graduating students, business strategic planner, practicing business house, business tycoons, showroom owners, dealers, vendors, startups and entrepreneurs.

##### Learning and Teaching Objective and key issues

1. To assess the challenges and overcome with abilities and opportunities.
2. To analyze the present competitors and locate the segmentation based on PLC.
3. To examine the Raman's rational input into the business.
4. To understand business cherishes or perishes modality, when you are...



**Teaching Strategy:**

**For students:** Break the classroom into the peer groups of 4 / 6 each and open the case by discussion by introduction. Further learning group may be provided with board plan / mind mapping hints.

- Why Raman on way of cherishing the business than Raj, Raju, Roopa, who were literally perishing their business. After discussion it must be followed by the presentation with their viewpoints.

**Questions for Discussion:**

1. Cite learning abilities and interest of Raman and Raj, Raju, Roopa towards the start-ups and entrepreneurship.
2. How does PLC, Business Feability, Market Survey help to grow the business?
3. Critically analyse the rational Vs emotional start-up.

**Background Reading:**

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**Teaching Experience:**

This case tested by the learnt professor of management stream and among the management students (MBA, BBA). It keenly was observed that, student could understand the insight of learning, interest, dedication, process of rational thoughts in the case.

Further, how did Raman utilized his knowledge and learning of B-school to ignite complete eco-system of start-up and business. Final Raman was known as Business Tycoon.

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