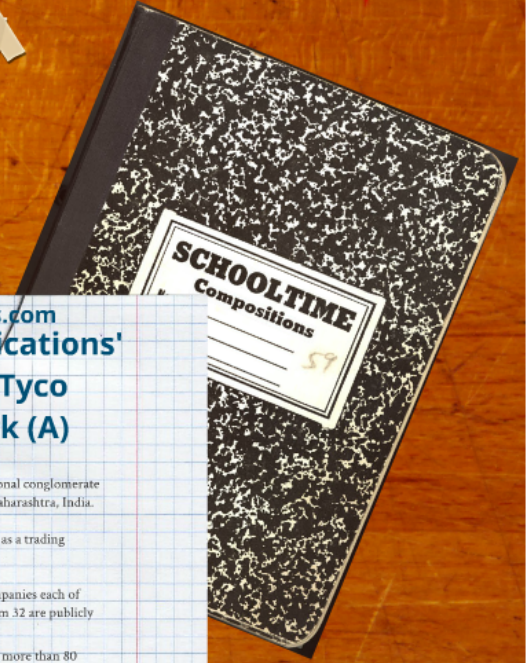


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Case & the results to illustrate a number of the concepts that are a service in the global company before the case is listed and that have been used to design

The value chain:
We are going to focus on one the branches of the TATA group.



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Early in the history of the TATA Group as a conglomerate company


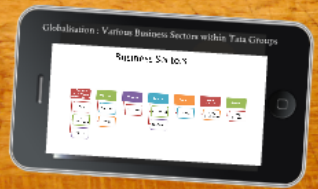
Thecasesolutions.com Tata Communications' Acquisition of Tyco Global Network (A)

History:
The Tata Group, is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra, India.

It was founded in 1868 by Jamsetji Tata as a trading company

Tata Group has over 100 operating companies each of them operates independently out of them 32 are publicly listed.

Those companies do their operations in more than 80 countries across six continents


Tata Group's Business Sectors

Mega & Joka Ventures

Mega & Joka Ventures

Mega & Joka Ventures

A presentation by:
Amritpal Singh(W0712355)
Jobanpreet Kaur (W0712304)
Amandeep Singh Saini(W0713948)



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Tata Communications'
Acquisition of Tyco
Global Network (A)

History:

Asia and South America.

-TATA Motors really embodied
Tata Group strategy and thus constitute
a perfect example to study the value chain
of the company

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Value: **Thecasesolutions.com**

- “made in India” → favour

India’s economic independence.

- “Frugal innovation”: new products design to appeal to poor people and the rising Indian middle class

Indian middle class



the Tata nano: Available at 5000\$ and example of frugal innovation

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Rarity: Thecasesolutions.com

-TATA Group as a
competitive advantage

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Organizational:

-Benefits of a certain

"aura"

-Better the conditions of

its workers

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Imitability:

-Although the potential market is huge, still a lack of competition

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Can it use its muscle to become a master of innovation?
And can it become a truly global company rather than just
an Indian one that does well abroad?