



Tata Motors: Compensation Restructuring

TATA MOTORS
 case study:
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1. Julian El Yafi
2. Takhun Kim
3. Anne-Cécile Griseri
4. Junlong Meng
5. Daria Kozhevnikova



1. Introduction

But first... let's watch one video

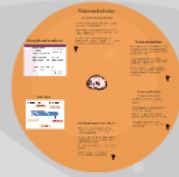
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4. Competitive advantage



2. External analysis



3. Internal analysis



5. Strategic options

Our strategic options and interesting facts



9. Conclusion

System of Implementation:

- Reboot TaTa Nano, it would be as a flourishing revenue source
- Renovate TaTa Nano Model
- Develop JLR for dominant sales in China and Middle-East

10. Discussion board

- ? Based on analysis, which option do you prefer?
- ? Will Tata Nano be successful in country you are from?
- ? Tata Motors & Natura: are there any similarities?

6. Option 1

Option 1 - Relaunch Tata Nano in India



7. Option 2

Option 2 - Develop Jaguar Land Rover



8. Option 3

Option 3 - Launch Tata Nano in other countries



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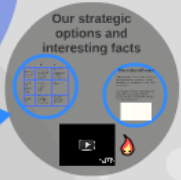


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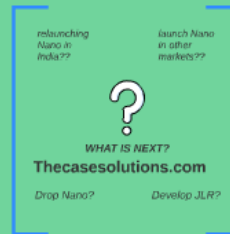
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Advertisement 1

Tata Motors: the beginning Thecasesolutions.com

- Found in 1868
- Part of TATA GROUP
- 7 business sectors
- 98 operating companies



Two key developments 2008

Tata Nano - the cheapest car in the world!!



JLR - acquired from Ford



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The challenges ahead...

- ▶ Launching the Nano
- ▶ Integrating Jaguar Land Rover
- ▶ Executing and ensuring superior financial performance
- ▶ Innovating continuously
- ▶ Developing leaders for global company

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Internationalisation experience

- 1 Acquisition of Nissan's plant in South Africa

Acquisition of Daewoo Commercial Vehicles

- 3 1) Acquisition of 21% stake in Hispano Carrocera
- 2) Joint venture with Marcopolo
- 3) Joint venture with Assembly Plant Company of Thailand

Greenfield ventures

- 5 Collaboration with Norway

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Internationalisation experience

1 Acquisition of Nissan's plant in South Africa
Focus was on building significant market share in selected developing regions of Africa and Asia and to insure strong, long-term presence here

Acquisition of Daewoo Commercial Vehicles **2**
"Light touch" acquisition approach. "We are connected to the local society and want to add value to it!"

3 1) Acquisition of 21% stake in Hispano Carrocera
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Greenfeeld ventures **4**

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Executing and ensuring superior financial performance



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*relaunching
Nano in
India??*

*launch Nano
in other
markets??*



WHAT IS NEXT?

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Drop Nano?

Develop JLR?