

Managing the Layoff Process: The United States

Agents
TheCaseSolutions.com
Agents are the primary point of contact for clients. They are responsible for identifying potential cases, conducting initial research, and providing ongoing support throughout the process.

Attorneys
TheCaseSolutions.com
Attorneys are responsible for reviewing cases, providing legal advice, and representing clients in court. They are also responsible for negotiating settlements and handling appeals.

Case Managers
TheCaseSolutions.com
Case managers are responsible for coordinating the entire process, from initial contact to final resolution. They are responsible for ensuring that all deadlines are met and that clients are kept informed throughout the process.

Case Review
TheCaseSolutions.com
Case review involves a thorough examination of all case files to ensure accuracy and completeness. This process is essential for identifying potential issues and ensuring that all necessary documentation is gathered.

Case Studies
TheCaseSolutions.com
Case studies provide detailed examples of successful cases, highlighting the strategies and techniques used to achieve favorable outcomes. These studies are valuable for both clients and agents.

Case Updates
TheCaseSolutions.com
Case updates provide clients with the latest information regarding their cases, including any developments, settlements, or court rulings. This communication is essential for maintaining transparency and trust.

Case Files
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Case files are the central repositories for all case-related information, including legal documents, correspondence, and case notes. They are essential for tracking the progress of each case and ensuring that all necessary information is readily available.

Case Management
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Case management involves the systematic organization and tracking of all case-related activities. This includes scheduling, communication, and documentation, ensuring that no detail is overlooked.

Case Research
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Case research involves the thorough investigation of all relevant facts and legal issues. This process is critical for building a strong case and identifying potential legal arguments.

Case Settlement
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Case settlement involves the negotiation and resolution of disputes. This process often requires creative problem-solving and a deep understanding of the legal landscape.

Case Strategy
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Case strategy involves the development of a comprehensive plan for handling each case. This strategy takes into account all relevant factors, including legal precedents and the specific circumstances of the case.

Case Tracking
TheCaseSolutions.com
Case tracking involves the systematic monitoring of all case-related activities and deadlines. This ensures that all cases are handled in a timely and efficient manner.

Case Analysis
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Case analysis involves a detailed review of all case files to identify strengths, weaknesses, and potential areas for improvement. This analysis is essential for refining case strategies and improving overall performance.

Case Preparation
TheCaseSolutions.com
Case preparation involves the gathering and organization of all necessary documentation and evidence. This process is essential for building a strong case and ensuring that all necessary information is readily available.

Case Resolution
TheCaseSolutions.com
Case resolution involves the final settlement of all cases, including the execution of settlements and the handling of any appeals. This process is essential for bringing the case to a successful conclusion.

Case Success
TheCaseSolutions.com
Case success is the ultimate goal of the entire process, achieved through the successful resolution of all cases. This success is a testament to the expertise and dedication of the Case Solutions team.

Case Support
TheCaseSolutions.com
Case support involves providing ongoing assistance and guidance to clients throughout the entire process. This support is essential for ensuring that clients are kept informed and that their needs are met.

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Agenda

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- Case Overview
- Issue Identification
- Eli Lilly Ranbaxy (ELR) joint venture
- SWOT analysis
- Bargaining Theories
- Core Competencies
- Resource-Based View
- Recommendations
- Implementation/Action Plan
- Questions

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Key Facts

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- Eli Lilly: discover, develop, manufacture & sell human health and agricultural products
- Ranbaxy: India's largest manufacturer of bulk & generic drugs
- Joint Venture incorporated 1993
- By 2001: Both firms attained their goals
 - Lilly: strong position globally & in India
 - Ranbaxy: Top Indian Pharmaceutical & large global player
- Changing government policies
- Pricing limitations

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TheCaseSolutions.com Issue

***Should Eli Lilly divest its joint
venture with Ranbaxy?***

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Joint Ventures

Pro's	Con's
Entering the market	Partner selection
Reducing cost in value chain	Control over JV

The ELR Joint Venture

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- Enter Indian market
- Gather information on local market, competitive conditions, & legal conditions
- Reduced value chain costs
- Partner's shared core values & control

SWOT Analysis

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STRENGTHS <ul style="list-style-type: none">• Combined Resources• Ranbaxy's distribution channels• Ranbaxy's brand name• Lilly's code of ethics & training programs	WEAKNESSES <ul style="list-style-type: none">• Pricing• Dependence on Ranbaxy
OPPORTUNITIES <ul style="list-style-type: none">• Patent Protection• 100% foreign direct investment	THREATS <ul style="list-style-type: none">• Generic market• India as a high-volume, low cost, low profit market• Indian market slow down – shift away from drug use• Global pharmaceutical trends – M&As

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Bargaining Theories

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- A) Impatience – Eli Lilly > Ranbaxy; Ranbaxy needs cash while Lilly is stable
- B) Risk of Breakdown – Eli Lilly > Ranbaxy; Ranbaxy is smaller in size/power
- C) Outside Options – Both firms have profitable outside options
- D) Inside Options – Ranbaxy > Eli Lilly; Lilly profiting more from JV
- E) Commitment Tactics – Ranbaxy > Eli Lilly; Ranbaxy has been providing more

Core Competencies

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ELR Joint Venture:

1) Name Value

- *Ranbaxy: strength of a local, strong, well known company*
- *Eli Lilly: quality*

2) Strong Ethical Values

3) Synergy between the companies

4) One of the largest pharmaceutical companies in India

- *In 2001, ELR ranked 46th out of 10,000 companies*

Eli Lilly:

1) Ability to innovate

2) Experienced company

3) Global company

- *Manufactured and distributed through 25 countries & sold in more than 130 countries*