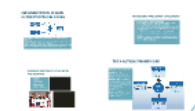


Nestlé SA: Nescafé Plan in China

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Implementation

Implementing blue ocean strategy at IISWBM



Devil's Advocate



conclusions

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IISWBM



Swot Analysis

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Competitor Analysis



Blue Ocean Strategy



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Blue Ocean Strategy



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IISWBM



AN OVERVIEW

India's first B-School
The Premier Management Educational Institute
in Eastern India.
It was formed by a resolution of the Syndicate of
the University of Calcutta.
The foundation stone of the building was laid by
Pandit Jawaharlal Nehru, the then Prime Minister
of India and Dr. B. C. Roy, Chief Minister of West
Bengal.

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During the initial years, the Institute was referred to as All
India Institute of Social Welfare and Business
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However, in the year 1958 the name IISWBM was
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The auspicious moment of fifty years of its existence
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IISWBM introduced the first programme on
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Why Swot Analysis?

**To figure out the best Institute
Whether a degree from B school abroad is better than
getting MBA from B-school in India?**

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Swot Analysis Of IISWBM

Oppurtunity

Threat

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- Good placement profile
- Course is practical in nature
- Good alumni base

- Limited cultural diversity.
- Developing International contact is not easy.
- Though well known in India IISWBM is not very well known abroad.
- ROI is lower.

Swot Analysis of IISWBM

Strength

- Extremely well known.
- Located in the historic college square campus.
- Ranked 5th best B-school in India by Economic Times.
- Different types of courses.
- International exposure.
- Good faculty.
- Cost of doing MBA is much less.

Weakness

- Duration of Internship is mere 2 months.
- Pre-Placement offers are much less
- Most students admitted are Indians.
- Majority of admitted students are freshers.

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