

Before we go into the internal factors...

Porter's Five-Forces



So how does this design concept lead into production?



YouTube



Tata Values
The Tata Group is India's largest and most respected business house.

- Organisational culture
- Brand image

Resources

Competitive assets that are owned or controlled by the organisation.



Core competency

The internal capabilities of an organisation that are different to competitors and remain viable in its chosen market.

- First mover advantage
- Low cost model
- Innovation



Distinctive competency

The capabilities of an organisation that are different to competitors and are not easily imitated by rivals and are core to its success.



- Safety failures
- Brand image
- Environmental backlash

Fail out since the Nano hit the market

Any questions?

Conclusion



References

1. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

2. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

3. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

4. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

5. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

6. Porter, M. E. (1985). 'The Five Competitive Forces That Shape Strategic Management', Harvard Business Review, 63(5), 78-93.

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Tata Group

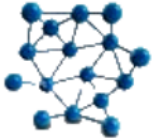
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Consumer products



Materials



Chemicals



Leadership with trust



Energy



Information
technology
and
communications



Services



Engineering
products
and services

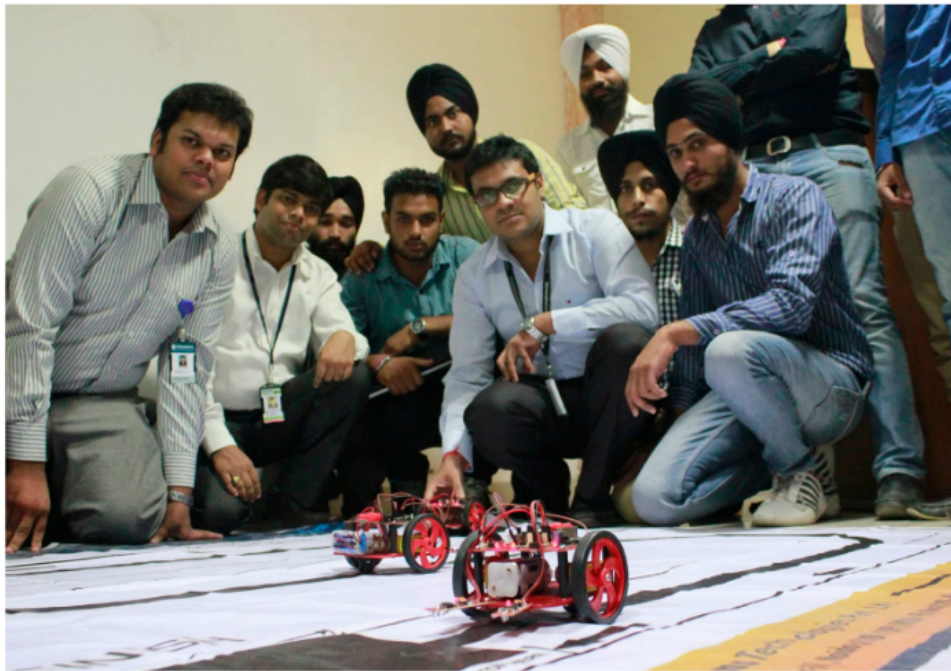


Jamsetji Tata

Assumptions & limitations:

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- Ratan Tata's personal interest in the Nano
- The Indian automotive industry growth
- The resources and tech expertise



The story behind Tata Nano

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"I observed families riding on two-wheelers - the father driving the scooter, his young kid standing in front of him, his wife seated behind him holding a little baby. It led me to wonder whether one could conceive of a safe, affordable, all-weather form of transport for such a family"

Nano unveiling ceremony, 9th Auto Expo in New Delhi.



Ratan T. Tata

What makes Nano inexpensive?

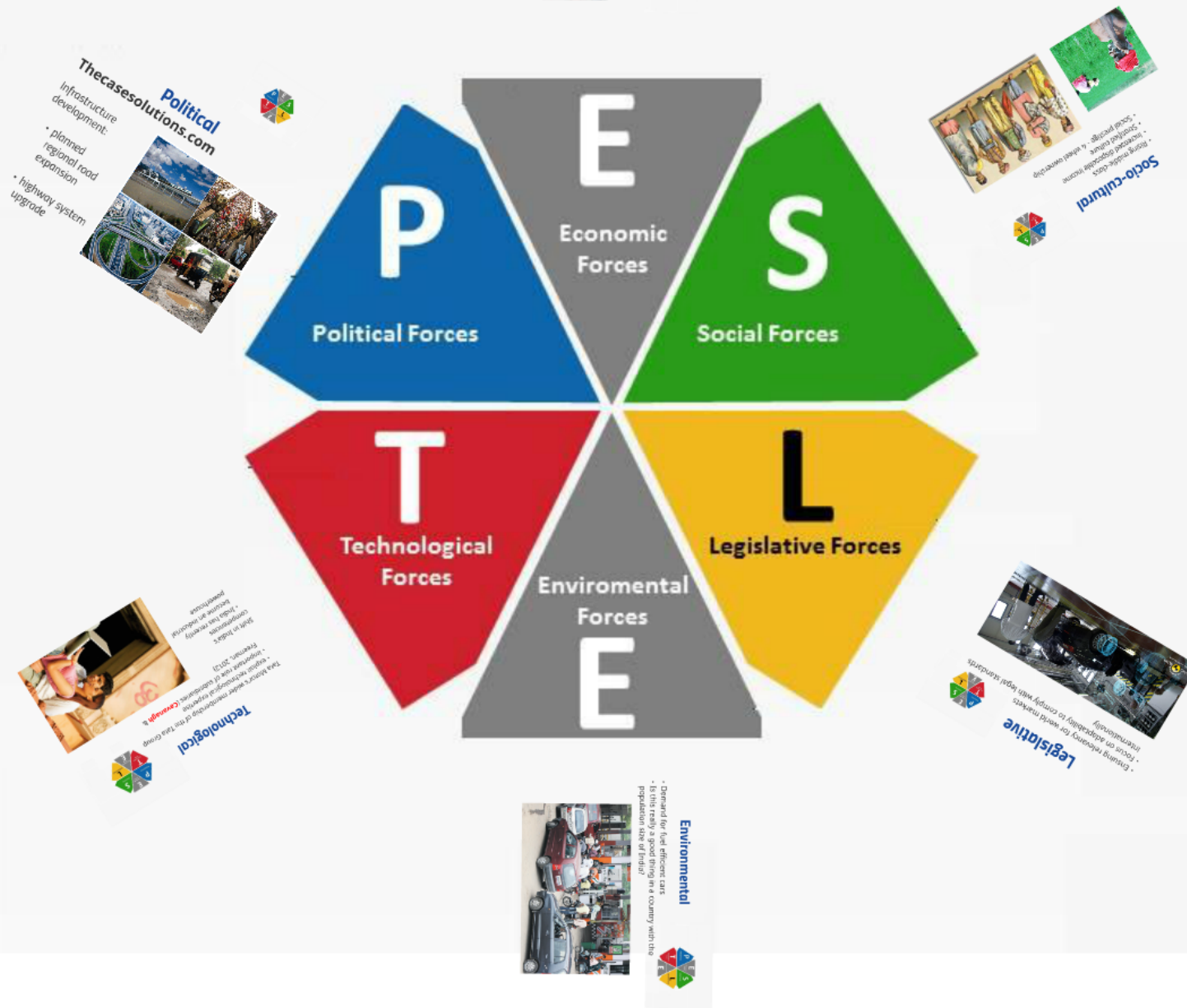


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Features of Tata Nano



Figure 1



Political

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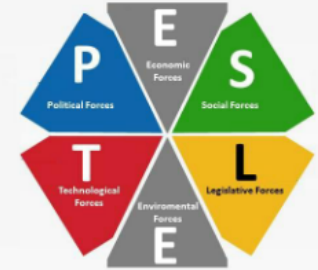
Infrastructure development:

- planned regional road expansion
- highway system upgrade



Economic

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Forecast economic growth:

- India is one of the fastest growing economies
- design responds to projected growth in demand
- potential suitability for other developing economies

Low-cost conditions:

- locally sourced parts
- low-cost of labour

