

Before we go into the internal factors...



Porter's Five-Forces



So how does this design concept lead into production?



Tata Values

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



Resources

Competitive assets that are owned or controlled by the organisation.

- Organisational culture
- Brand image



Core competency

The internal capabilities of an organisation, developed through its distinctive and original activities, that give it an edge over its competitors in its chosen market.

- First mover advantage
- Low-cost model
- Innovation



Distinctive competency

The capabilities of an organisation that allow it to produce a better product, service, and/or create a new market, that others find hard to copy.



- Safety failures
- Brand image
- Environmental backlash

Fail out since the Nano hit the market

Any questions?

Conclusion



Tata Nano: Dilemmas In Sustainable Development



TATA

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Tata Group

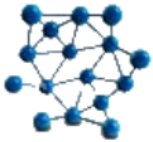
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Consumer products



Materials



Chemicals



Leadership with trust



Energy



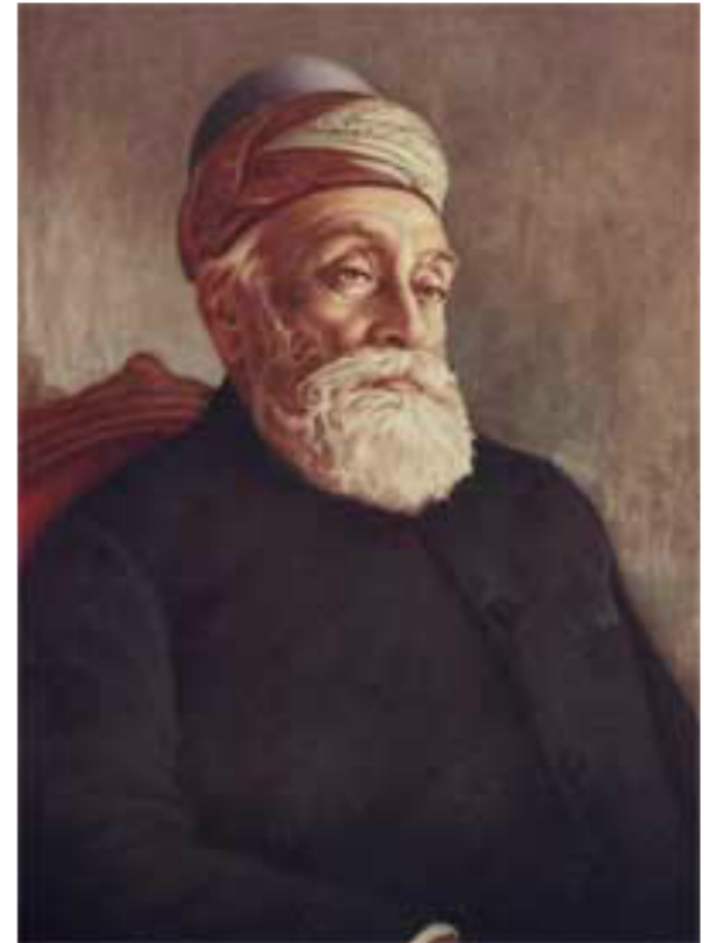
Information
technology
and
communications



Services



Engineering
products
and services

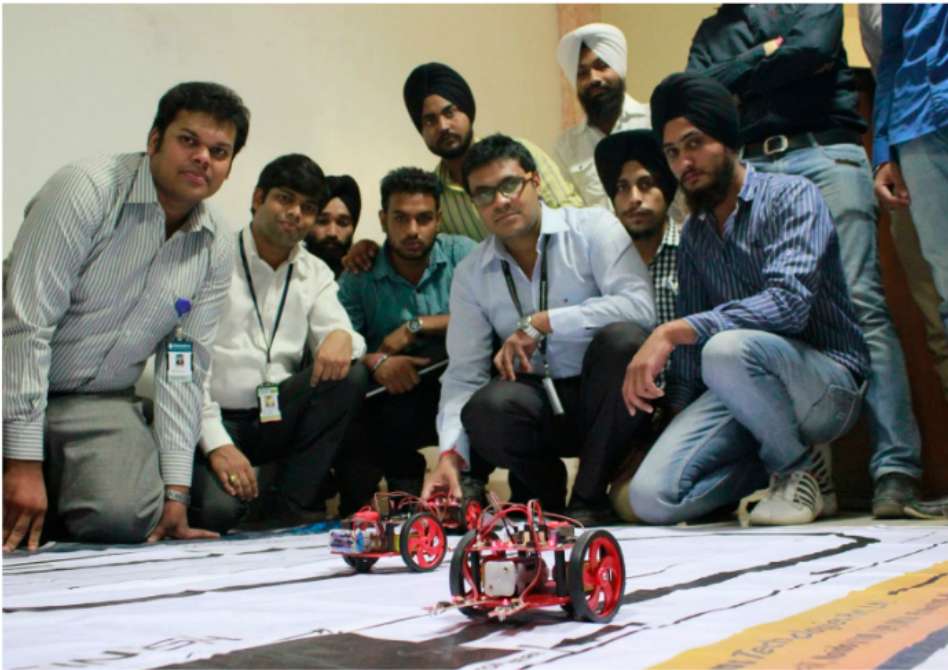


Jamsetji Tata

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"



Ratan T. Tata

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

What makes Nano inexpensive?



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Features of Tata Nano

- 
- New type of seats with integrated head rests
 - No radio, no a/c, no passenger side mirror
 - Similar door handles & mechanisms for left & right side doors
 - Rear-mounted engine layout eliminates drive-shaft (space and weight savings)
 - Two-cylinder engine for lower cost & better fuel efficiency with Euro IV compliance
 - Plastic panels innovatively designed to eliminate the need for screws
 - Just one wind-shield wiper
 - Instrument cluster located in the center with only analog display
 - Extensive use of Hydroforming and roll-forming

Figure 1

Political

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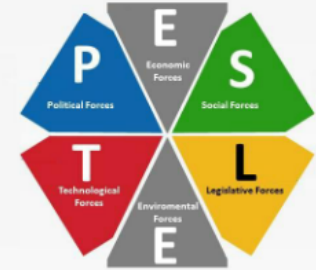
Infrastructure development:

- 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

