

Acquisitions



Going Global
 The global expansion strategy for the case study involves:
 1. Identifying key markets
 2. Establishing a local presence
 3. Adapting to local preferences
 4. Building a strong brand identity

A High Cost
 The high cost of acquisition is due to the need for significant marketing and distribution infrastructure in new markets.



Marketing
 The marketing strategy focuses on building a strong brand identity and establishing a local presence in key markets.

What's Next?
 The company should continue to invest in marketing and distribution infrastructure to support its global expansion strategy.

2011
 The company's revenue in 2011 was significantly higher than in previous years, primarily due to the acquisition of new markets.



Question 82: The Fast Food chain has implemented a new strategy to increase its market share in emerging markets. This strategy involves a combination of marketing and distribution infrastructure. How can this strategy be implemented in a way that is sustainable and profitable?

Answer: The company should focus on building a strong brand identity and establishing a local presence in key markets. This can be achieved through a combination of marketing and distribution infrastructure. The company should also invest in research and development to create products that are tailored to local preferences.

Question 83: The Fast Food chain has implemented a new strategy to increase its market share in emerging markets. This strategy involves a combination of marketing and distribution infrastructure. How can this strategy be implemented in a way that is sustainable and profitable?

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Tyco: Driven By Growth, Driven To A Fall TheCaseSolutions.com

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 October 2014

Who is Peter Tait?
 Peter Tait is the founder and CEO of Tyco. He is a former executive at General Electric and has a long history of entrepreneurship.

What is Tyco's Business Model?
 Tyco's business model is based on the sale of high-quality, low-cost products. The company has a strong focus on customer service and has built a reputation for reliability and quality.

Product Development and Production
 Tyco's product development process is highly iterative and customer-focused. The company invests heavily in research and development to create products that meet the needs of its customers.

The Data
 Tyco's revenue has grown significantly over the past several years, primarily due to the acquisition of new markets and the expansion of its product line.

Marketing Strategy
 Tyco's marketing strategy focuses on building a strong brand identity and establishing a local presence in key markets. This is achieved through a combination of marketing and distribution infrastructure.

Value Driver
 Tyco's value driver is its ability to produce high-quality, low-cost products. This is achieved through a combination of marketing and distribution infrastructure.

What's Next?
 Tyco should continue to invest in marketing and distribution infrastructure to support its global expansion strategy.

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October/2014

Who is Ratan Tata?



December 28th, 1937
Mumbai, India

- Grandson of the founder of the Tata Group;
- Studied architecture and structural engineering in the USA;
- Started his career working on shop floor at the Tata Iron and Steel Company.

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Who is Ratan Tata?

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- In 1991, Ratan Tata became the CEO of Tata Sons
- Group lacked focus and wasn't globally competitive

When Ratan became CEO Tata owned 84 companies, but only a few contributed with the groups profits

- Ratan was responsible for overseeing a transformation of the Tata Group to prepare the conglomerate to face the pressure of globalization.

Initiatives

- Mandatory retirement age policy and over a period of four years. Bringing in fresh talents to replace the senior executives.
- Tata Business Excellence Model
Companies are evaluated on Leadership, Strategic, Planning, Customer and Market focus, Information, Analysis and Process Management, Human Resource and Business Results.
- Exiting markets that weren't as profitable as the expected

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"At Tatas, we believe that if we are not among the top three in an industry, we should look seriously at what it would take to become one of the top three players- or think about exiting the industry."

- Ratan Tata

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- Marketing of the group as a whole - single group image.
 - Every sector started using the same logo
 - Sponsoring major events
- Company started selling its products which till then were sold as commodities under the Tata brand
- Growth targeting emerging mass market in India through product development and innovation, but also following the international route

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Product Development and Innovation

Ratan Tata strongly believed that to achieve growth at the Tata Group, it was necessary to create technologically superior and exiting products.

Innovation + **Low costs**

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The Indica

- Launched in 1998, became one of the largest selling models in the country
- Produced under skepticism from the indian market



The Nano

- Launched in 2009
- Innovative solutions to bring down the price
- Ratan challenged engineers and suppliers to think differently in order to succeed

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