House Of Tata: Acquiring A Global Footprint

Thecasesolutions.com

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Recommendation

Yes, Tata Motors should acquire Jaguar and Land Rover.

Strengths

- Tata Chairman, Ratan Tata
- Vision of Success and Creativity
- Global Presence with well-diversified business markets
- Core Values and Culture
  - Integrity
  - Commitment
  - Leadership
  - Trust
- Sustainability
- Responsibility

Opportunities

- India's large and growing automotive industry
- Rising middle class demand for automobiles
- Tata's strong brand image and customer loyalty
- Government incentives for automotive sector growth

Threats

- Increasing competition from global players
- Fluctuating global commodity prices
- Political instability in some countries
- Technological advancements and changing consumer preferences

Assessment of Tata Strategies

- Strategies
  - Cost Leadership
  - Product Differentiation
  - Closely related
  - Market Segmentation
  - Market Penetration
  - Long-term Growth

Each Strategy has given Tata a strengthened position in the global market and opens more doors for new value-driven opportunities.

Recommended Changes

- Tata Consultancy Services should integrate in all subsidiaries to establish common group priorities.
- Corporate Social Responsibility for each subsidiary needs to be established.
- Simplify and the overlapping capabilities of the House of Tata for strengthening the three-market leader of each industry.

Recommended Plan for Tata Motors

- Acquire Jaguar and Land Rover to Tata Motors.
- Start by testing operational decisions in existing market spaces.
- Use Tata Consultancy Services for best practices and successful outcomes.
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Strengths

- Tata Chairman, Ratan Tata
- Vision of Business and Creativity
- Global Presence with well-diversified business markets
- Core Values and Culture
- Trust

Opportunities

- India's growth in the Global Economy
- Increased demand for luxury cars
- Tata Motors' involvement in new projects
- Tata Motors' relationship with Tata Group

Threats

- Increasingly competitive market
- Fluctuations in the global economy
- Difficulty in maintaining growth
- Lack of strong brand recognition

Assessment of Tata Strategies

- Strategies
  - Low-cost manufacturing
  - Strategic alliances
  - Branding
  - Long-term growth

Each Strategy has given Tata a strengthened position in the global market and opens more doors for new value-driven opportunities.

Recommended Changes

- Tata Consultancy Services should integrate its Subsidiaries to establish common group priorities.
- Corporate Social Responsibility for each subsidiary should be scrutinized.
- Simplify the overlapping capabilities of the House of Tata to strengthen the value added to each industry.

Recommended Plan for Tata Motors

- Acquire Jaguar and Land Rover to Tata Motors.
- Implement cost-saving operational decisions in existing, new operations.
- Use Tata Consultancy Services for best practices and successful outcomes.
Recommendation

Yes, TATA Motors should acquire Jaguar and Land Rover.
Strengths

- Tata Chairman, Ratan Tata - Vision of Business and Creativity
- Global Presence with well diversified business markets
- Core Values and Culture
  - Integrity
  - Understanding
  - Excellence
  - Unity
  - Responsibility

Leadership with Trust that is consistently value driven