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The value chain:
We are going to focus on one of the branches of the TATA group.



The Tata Group is a conglomerate of companies in various industries. It is one of the largest companies in India and is known for its diverse portfolio of businesses. The group has a long history and is a leader in its field.

The VMO Analysis
Tata Group as a competitive advantage
Organizational structure of a company
Better the risk factors of the company



Tata Group Internationalization
Mergers & Acquisitions
Mergers & Acquisitions (cont.)


TATA Group: A quick overview:

History:
The Tata Group, is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra, India.

It was founded in 1868 by Jamsetji Tata as a trading company

Tata Group has over 100 operating companies each of them operates independently out of them 32 are publicly listed.

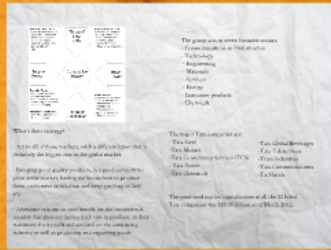
Those companies do their operations in more than 80 countries across six continents




A presentation by:
Jitpal Singh
Mauricio Fraga
Thomas Gracia




Thecasesolution.com



Can it use its assets to become a source of innovation? And can it become a truly global company rather than just an Indian one that does well abroad?



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Tata Motors is India's largest commercial vehicle company. It is a public limited company listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The company is a part of the Tata Group, which is one of the largest conglomerates in India.

Tata Motors has a long history of manufacturing commercial vehicles in India. It has a strong presence in the Indian market and is also expanding its operations in other emerging markets.

Tata Motors is committed to providing high-quality commercial vehicles to its customers. It has a strong focus on research and development to create innovative and efficient vehicles.

The VRIO Analysis

Value: This is highly valuable to the company's customers.

Rarity: This is rare and difficult to imitate.

Organizational: This is embedded in the company's culture and processes.

Imitability: This is difficult for competitors to imitate.

Conclusion: This is a source of competitive advantage for the company.

Tata Group's International Operations

Most International Presence - Tata Chemicals Limited (TCL) - India's largest salt producer.

Tata Chemicals Limited (TCL) - India's largest salt producer. It is a public limited company listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The company is a part of the Tata Group, which is one of the largest conglomerates in India.

Tata Chemicals Limited (TCL) has a long history of manufacturing salt and other chemicals in India. It has a strong presence in the Indian market and is also expanding its operations in other emerging markets.

Tata Chemicals Limited (TCL) is committed to providing high-quality chemicals to its customers. It has a strong focus on research and development to create innovative and efficient chemicals.

Argentina

Tata Chemicals Limited (TCL) has a strong presence in Argentina. It is a public limited company listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The company is a part of the Tata Group, which is one of the largest conglomerates in India.

Tata Chemicals Limited (TCL) has a long history of manufacturing salt and other chemicals in Argentina. It has a strong presence in the Argentine market and is also expanding its operations in other emerging markets.

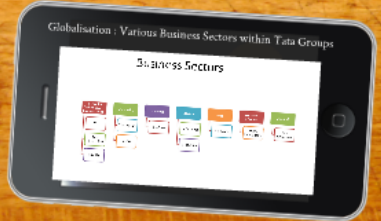
Tata Chemicals Limited (TCL) is committed to providing high-quality chemicals to its customers. It has a strong focus on research and development to create innovative and efficient chemicals.

Mergers & Joint Ventures

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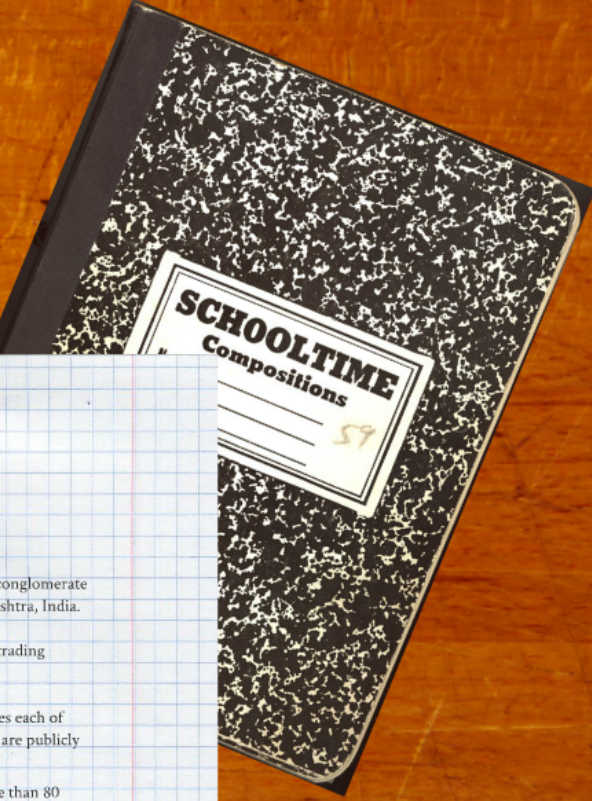
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The background features a warm, orange-brown wood grain texture on the left. On the right, a portion of a notebook with a black and white marbled cover is visible, along with a silver paperclip resting on a sheet of light blue grid paper.

TATA Group:

A quick overview:

History:

A Quick Overview:

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TATA



The group acts in seven business sectors:

- Communications and information
- Technology
- Engineering
- Materials
- Services
- Energy
- Consumer products
- Chemicals.

- Chemicals.

The major Tata companies are:

- Tata Steel

-Tata Motors

-Tata Consultancy Services (TCS)

- Tata Power

-Tata Chemicals

-Tata Global Beverage

-Tata Teleservices

-Titan Industries

-Tata Communication

-Taj Hotels.

The combined market capitalisation of all the 32 listed Tata companies was \$89.88 billion as of March 2012.

What's their strategy?

- Act in all of those markets, with a differentiation that is definitely the biggest one in the global market.
- Bringing good quality products, in a good competitive price at the market, having the know-how to produce them, customers satisfaction and keep growing as they are.
- Awesome relation to cost/benefit for the customers. A country that does not have a high cost to produce, so they maximize their profit and act hard on the outsourcing industry as well as producing and exporting goods.