

Case 01

Dow Chemical International Pvt. Ltd.

Dow is a diversified chemical company, a leader in science and technology that provides innovative chemical, plastic and agricultural products and services to many essential consumer markets.

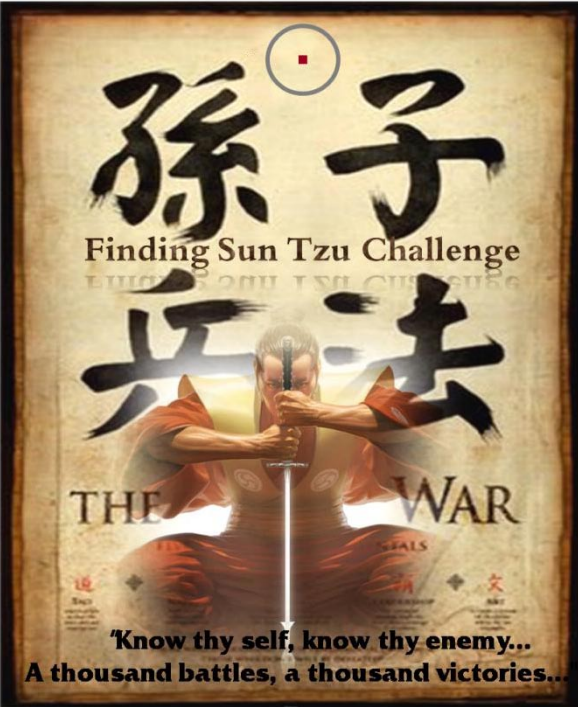
Dow wants to enter the field of solar energy (photovoltaics) and wants your help on this venture.

Initial Concept:

Dow is researching photovoltaics (PV) and expects to have the technology ready in 3-5 years. In the meantime, they are considering entering the Indian market under a 'renaming' model i.e. buy individual components, assemble the complete product and sell under the Dow brand name.

Your deliverables:

- Market Analysis
 - Present and forecasted demand
 - Competition
- Detailing the business model
 - Target segments
 - Potential partners
 - Monetization model
- Business Plan
 - High level financial assessment of the proposed model



Claris
Claris Lifesciences Limited

Case 02

Redbricks Education Foundation (A Claris Promoter Company)

Claris is an international pharmaceutical company that has been present in India since 1999. In addition to its market leadership position across several products and categories, the company is at the forefront of several efforts towards medical education including participation in several national and international congresses, sponsorship of training programs for young doctors, publication of scientific journals and other such initiatives.

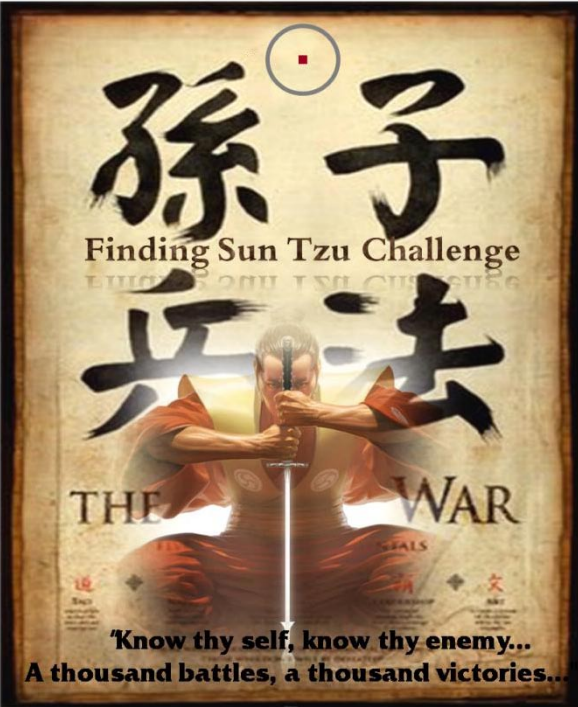
The promoters of Claris Lifesciences are now considering setting up a network of business schools (through their foundation Redbricks Education) in India and wants your help on this venture.

Initial Concept:

- A large network of b-schools (25+) located across India
- These b-schools will operate out of an excellent, commercial building in the middle of the city (and not have a campus like the IIMs and other management institutes), is not intended to compete with the IIMs in placing students internationally, but is geared to produce high quality, capable managers and entrepreneurs to meet the needs of growing Indian Small & Medium Enterprises (defined as entities which are between Rs. 100 to 1000 cr. revenues) across major manufacturing and service industries

Your deliverables:

- Detailing the Concept and Marketing Plan
 - Value proposition
 - Need for strategic tie-ups
 - Product offering (including course mix, duration, etc.)
 - Target student population
 - Target recruiters
 - Location selection (which cities and how many per city)
 - Key processes and possible innovations for student selection and campus placements
- Business Plan
 - Investments required
 - Fee structure and other sources of revenue
 - High level financial assessment of the proposed plan.



TATA CHEMICALS LIMITED
The company that cares

Case 03

Tata Chemicals Limited

Tata Chemicals Limited is India's leading manufacturer of inorganic chemicals. It also manufactures fertilizers and food additives. Incorporated in 1939, the company has an annual turnover of over **Rs 5,800 crore** and is part of **the \$ 28.8 billion** Tata Group, India's foremost business conglomerate.

The agri-business division of TCL provides a range of crop nutrition products like fertilizers, pesticides, seeds, farm implements etc through its agri-outlets called the Tata Kisan Sansar

Initial Concept:

Research amongst farmers has shown the need of providing certain specialized services to its target group, through its Tata Kisan Sansar outlets to help the farmer improve productivity and thereby his income

The identified opportunities are as follows:

- Advisory services for farmers
- Financial services

Your deliverables:

For each of the service offers:

- Market analysis
 - Mapping the current practices
 - Analyzing the Scope of delivery
 - Competitive Analysis
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 - Developing the differentiated offer from TCL
 - Targeted farmer profile
 - Key alliance partners required
- Business plan
 - Key investments required
 - High level financial assessment of the proposed model