



KCES's College of Engineering and Management, Jalgaon

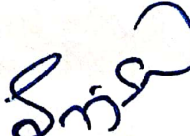
Activity Report

Name of The Activity : "How to solve a case study"			
Category of activity	Curricular		Sub-category: Curricular
In collaboration (if yes, specify details)	NO		
Date/ Time and Duration	3 rd Jan 2023 10.30 AM to 4.30 PM	No of Participants:	95
Participants profile:	MBA and MBA(ABM) students, Faculty members		Others participants: No
Location of activity	Room No 202, Department of Management ,KCES'S College of Engg and Management ,Jalgaon		
Name of Co-ordinator (S)	Dr. Veena P. Bhosale Prof. Digambar Sonawane		
Guest/ Experts with designation (If any)	Mrs. Anupama P. Chaudhari Associate Professor KCES'S IMR, College, Jalgaon		
Objectives for conducting activity	The primary objective of the case study is to give solver an opportunity to see how the image guidelines apply in the context of an actual and how they intersect with issues of mentoring, authorship and technical training. A secondary goal is to reinforce the understanding of the rules guiding image presentation. The case method cultivates the capacity for critical analysis, judgment, decision-making, and action.		
Methodology	offline		
Out Comes	This gives the opportunity to students to gain a greater understanding of the subject in hand and reduces the potential for any bias, by diluting the agenda of a particular individual.		


Coordinator


HOD




Principal



KCES's College of Engineering and Management, Jalgaon
Activity Report

Geo-tagged Photographs:

K.C.E SOCIETY'S
**COLLEGE OF ENGINEERING AND
MANAGEMENT, JALGAON**
Department of Management (MBA)
organises

Workshop
on
"How to solve a Case Study"
on 03rd Jan. 2023 at 10.30 AM



- Speaker -
Dr. Anupama Chaudhari
Associate Professor
KCES's IMR College Jalgaon

Dr. Veena P. Bhosale
Event Co-ordinator

Ms. Harsha Deshmukh | Dr. Sanjay R. Sugandhi
HoD | Principal

Venue - Room No 202, KCES's COEM, Jalgaon



Coordinator

HOD



Principal



KCES's College of Engineering and Management, Jalgaon
Activity Report



Bhusale
Coordinator

Joshi
HOD



Shinde
Principal



KCES's College of Engineering and Management, Jalgaon

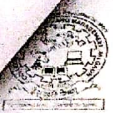
Activity Report

Attendance list of participants

NAME OF PROGRAM: "How to solve a case study"

DATE:-

SR NO	NAME OF PARTICIPANTS	DESIGNATION	SIGNATURE
1	Harsha Deshmukh	HOD	
2	Veena P Bhosale	Assit. Prof.	
3	Shefali Agrawal	Asst. Prof.	
4	Taniya Bhatiya	Asst. Prof.	
5	Digambar Sonawane	Assit Prof	
6	Gurjao Chaudhari	Assit Prof.	
7	Memant Dhanandhare	Asst Prof	
8	Arshi Lulla	Asst. Prof	
9	Nikita Balani	Asst. Prof	



KCES's College of Engineering and Management, Jalgaon
Activity Report

Attendance list of participants

NAME OF PROGRAM:- How To solve a Case Study By Dr. Anupama Chaudhari

DATE:- 3/01/2023

SR NO	NAME OF PARTICIPANTS	CLASS	SIGNATURE
1	ratil vaishnavi Bhikun	MBA 1 st	
2	Mayur Anil Sonar	MBA 2 nd	
3	Tetas Hemant Patil	MBA 2 nd	
4	Rutuja S. Firke	MBA II nd	
5	Tambur Vaibhavi Kishor	MBA II nd	
6	Khairanar Abhijeet Natta	MBA I st	
7	Koli Lipika Namendra	MBA - II nd	
8	Vaidya Harshada Pradip	MBA - II nd	
9	Devayani Vinod Pawar	MBA - I st	
10	Shikha Rajendra Marathe	MBA - I st	
11	Jadhav Anjali Hirabai.	MBA II st	
12	Revati Vilas Patil	MBA II nd	
13	Narochhe Nikhil suriyaj	MBA II nd	
14	Patil Umesh Sudhakar	MBA - II nd	
15	Amruttar Kalpesh Rajendra	MBA - II nd	
16	Vispute Abhishek Kiran	MBA - II nd	
17	Shahebaz Khan	MBA - II	
18	Patil Trypti Nandan	MBA - II	
19	Sonje Swapnil Purushottam	MBA - II	
20	Patil Laxmi Bharatsingh	MBA - II	
21	Pawan Trinkal Sonjay	MBA - II	
22	Jadhav vaishnavi shrawad	MBA - I	
23	Wankhede Harshal Anil	MBA - I	
24	Patil Shivani Arun.	MBA - II	
25	Patil Sayali Shashikant	MBA - I	

KCES's College of Engineering and Management, Jalgaon
Activity Report

Attendance list of student participants

NAME OF PROGRAM:- How To solve a Case Study By Dr. Anupama Chaudhari

DATE:- 3/01/2023

SR NO	ROLL NO	NAME OF PARTICIPANTS	Name Of College	CLASS	SIGNATURE
26	57	Vijaykumar R. Kumbhat	KCE	MBA-I	(Vijay)
27	90	Tejal Rajendra Patil	KCE	MBA-I	Patil
28	15	Amulya Gopalrao Birari	KCE	MBA-I	AB
29	37	Vaishnavi N. Gangapurkar	KCE	MBA-I	Gangapurkar
30	106	Kavita Geokul Rathod	KCE	MBA-I	Rathod
31	11	Bhadane Vaishali Parmeshwar	KCE	MBA-I	Bhadane
32	86	Shubhangi Padmakar Patil	KCE	MBA-I	Patil
33	49	Punam Bhimrao Kadam	KCE	MBA-I	Kadam
34	73	Patil Jayashri Sudhir	KCE	MBA-I	Patil
35	60	Monalika Harish Deshpande	KCE	MBA-I	Monalika
36	30	Dahad Ganesh Jaykaran	KCE	MBA-I	Dahad
37	118	Garwane Nitish Rajay	KCE	MBA-I	Garwane
38	47	Sanket Kishor Jakhre	KCE	MBA-I	Jakhre
39	26	Nikhil Anil Chavan	KCE	MBA-I	Chavan
40	43	Pranita S Jadhav	KCE	MBA-I	Jadhav
41	125	Durgesh N. Tamboli	KCE	MBA-I	Tamboli
42	24	Shruti A. Chauhan	KCE	MBA-I	Shruti
43	70	Dipali S. Patil	KCE	MBA-I	Patil
44	100	Ankita P. Rajput	KCE	MBA-I	Rajput
45	08	Behere Dhanashvi Vasudev	KCE	MBA-I	Behere
46	68	Patil Devayani Ravindra	KCE	MBA-I	Patil
47	46	Jain Tejwini Narendra	KCE	MBA-I	Jain
48	63	Nagori Akash Rajendra	KCES	M.B.A-I st	Nagori
49	130	Narsingh Raya Vasave	KCES	MBA-I st	Narsingh
50	105	Jeevan Ravindra Rathod	KCES	MBA-I	Rathod



Attendance list of student participants

NAME OF PROGRAM:- How To solve a Case Study By Dr. Anupama Chaudhari

DATE:- 3/01/2023

SR NO	NAME OF PARTICIPANTS	CLASS	SIGNATURE
51	GANESH RAJENDRABHAI SHIRSAT	MBA - I ST	
52	AKASH ISHVAR BORKHDE	MBA - I	
53	Pratiksha Rajas Vijay	MBA - I	
54	Prashant Dnyaneshwar Patil	MBA - I	
55	Sonwane Shubham Ganesh	MBA - I	
56	Salunkhe Rohit Rajaram	MBA - I	
57	Ashok Sardar pawara	MBA - I	
58	Rashmi Rajendra Bhavsar.	MBA - I	
59	Bhavna P. Ghule	MBA - I	
60	Shubham A. Devnagar	MBA - I	
61	Varsha N. Patil	MBA - I	
62	Nandini Raju Rane.	MBA - I	
63	Gasavi suoil laxman	MBA - I	
64	Kasar Aakanksha C.	MBA - I	
65	Marathe Chaitali D.	MBA - I	
66	Snehal Rajendra Badgajkar	MBA - I	
67	Pratiksha Mahesh Patil	MBA - I	
68	Amruta Jitendra Akole	MBA - I	
69	Nikita Vitthal Bholerao	MBA - I	
70	Vrushabh Avinash Patil	MBA - I	
71	Tadvi Ravindra satya	MBA - I	
72	Abhishek Tiwari	MBA - II	
73	Pratiksha Hari Patil	MBA II	
74	Jayshri Ramesh Mistryani	MBA I	
75	Hemangi Sudhakar Koli	MBA I	
76	Akash Shrinikant Daga	MBA II	
	Aakash Narendra Bhus Bhusari	MBA II	

REF : COEM/JAL/ADMIN /2022-23/286

Date : 3/01/2023

To,
Dr. Anupama P. Chaudhari
Associate Professor
KCES'S IMR College, Jalgaon.

Subject: Invitation as a Guest Speaker for Workshop

Respected Madam,

It gives immense pleasure to introduce Khandesh College Education Society's College of Engineering & Management; Jalgaon. KCES's COEM is a technical institute imparting quality education in Engineering & Management.

We the Department of Management at KCES's COEM, Jalgaon pleased to inform you that you are cordially invited for the workshop as Guest Speaker for MBA on 3rd Jan 2023.

We would like to invite you to take a session on "How to solve a case study", which will help our students to get clear vision for their future endeavour. Please confirm your availability as per the schedule.

We look forward for your presence.

Thanking you!

Yours Faithfully



Dr. Veena P. Bhosale
Event Co-ordinator



Prof. Harsha Deshmukh
HOD, MBA



Dr. Sanjay R. Sugandhi
Principal



REF : COEM/JAL/ADMIN/2022-23/287

Date : 3/01/2023

To,
Dr. Anupama P. Chaudhari
Associate Professor
KCES'S IMR College, Jalgaon.

Subject: Letter of Appreciation

Respected Madam,

We would like to take this opportunity to express the heartfelt thanks to you for accepting the invitation and conducting a workshop on "How to solve a case study" on 3rd Jan 2023.

Your skill in talking about different angles of the subject, was highly appreciated by the participants.

We on behalf of KCES's College of Engineering and Management, Jalgaon appreciate you to contribute your expertise, time and energy in making this workshop successful.

Looking forward for your same cooperation in our future endeavors.

Thanking you!

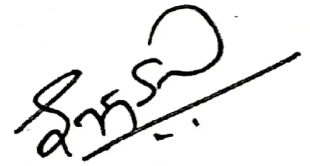
Yours faithfully,



Dr. Veena P. Bhosale
Event Co-ordinator

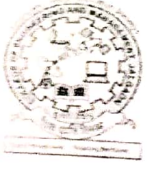


Prof. Harsha Deshmukh
HOD, MBA



Dr. Sanjay R. Sugandhi
Principal





**K.C.E.SOCIETY'S COLLEGE OF ENGINEERING
&MANAGEMENT, JALGAON**

Department of Management (MBA)

02-01-2023

NOTICE

All MBA- I and II year students are hereby informed that Department of Management (MBA) is organizing workshop on "How to solve a case study" on 3rd January 2023 at 10.30 AM.

Attendance is Mandatory to MBA- I and MBA- II year students.

Dr. Veena P. Bhosale
Event Coordinator

Ms. Harsha Deshmukh
HOD



NAKAMURA LACQUER COMPANY

Nakamura Lacquer Company (NLC) of Kyoto, Japan, employed several thousand men and produced 500,000 pieces of lacquer tableware annually, with its Chrysanthemum brand becoming Japan's best known and bestselling brand. The annual profit from operations was 500,000. The market for lacquerware in Japan seemed to have matured, with the production steady at 500,000 pieces a year. NLC did practically no business outside Japan. In May 2000, the ambitious and dynamic, Mr. Nakamura (Chairman, NLC) received two offers from American companies wishing to sell lacquer ware in America.

The first offer was from the National China Company. It was the largest manufacturer of good quality dinnerware in the U.S., with their "Rose and Crown" brand accounting for almost 30% of total sales. They were willing to give a firm order for three years for annual purchases of 4,00,000 sets of lacquer dinnerware, delivered in Japan and at 5% more than what the Japanese jobbers paid. However, Nakamura would have to forego the Chrysanthemum trademark to "Rose and Crown" and also undertake not to sell lacquer ware to anyone else in the U.S.

The second offer was from Sammelback, Sammelback and Whittacker (henceforth SSW), Chicago, the largest supplier of hotel and restaurant supplies in the U.S. They perceived a U.S. market of 600,000 sets a year, expecting it to go up to 2 million in around 5 years. Since the Japanese government did not allow overseas investment, SSW was willing to budget \$1.5 million for the next two years towards introduction and promotion. Nakamura would sell his "Chrysanthemum" brand but would have to give exclusive representation to SSW for five years at standard commission rates and also forego his profit margin toward paying back of the \$ 1.5 million.

What should Mr. Nakamura do?

Case 2

TATA NANO

Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti. Tata motors came up with Tata Indica, which mirrored Maruti's products and challenged Maruti's dominance in small car market. Inspired by the success of Indica, Tata launched the Tata Nano. Critics were of the view it could not be possible due to the low cost of the car. Tata Nano's modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata's as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the company.

Questions

- Q1. What was the type of strategy Tata's adopted during the launch of Nano.
- Q2. Help the company in working out a suitable strategy for the success of the car.
- Q3. By using a SWOT analysis outline the failure of the car in the Indian markets.
- Q4. What in your opinion is the future of such cars in Indian Markets?

Case 3 The Kaizen Engineering Company was a multi-location light engineering company. It had manufacturing facilities at Hyderabad, Pondicherry and Indore. The company adopted a budgetary system with a primary emphasis on production and expense budgets. The budgetary targets were established on the basis of an analysis of the production facilities and production operations. While two units located at Hyderabad and Pondicherry were functioning properly and were able to meet their budget targets, the Indore unit was not able to follow this pattern. Mr. Atul Jain was transferred to the Indore unit as the Plant Manager. He had joined the company about eight years ago as an engineer trainee and became the Assistant Plant Manager at the Hyderabad unit-- the largest of the three units. Atul Jain was very ambitious and slightly autocratic. He believed in the exercise of authority and control to carry out his instructions. He was a high achiever and believed in results. He received swift promotions in the company.

Immediately after joining the Indore unit as the Plant Manager, Atul Jain conducted a preliminary study of the plant and issued instructions to all departments to increase production by ten percent. He also instructed all the supervisors to strictly adhere to budgets. He introduced several new reforms and watched the operations very closely. He suspended two supervisors in the second month for not having met the budgetary targets. Subsequently, two supervisors left the organization. As a result of his efforts, the unit went mainstream and within a short period of six months exceeded the newly budgeted figures by eight percent. After setting the plant right, he was called back to the Hyderabad unit as its Plant Manager where a vacancy had arisen. However, shortly after he left for Hyderabad, productivity levels at the Indore unit fell below the earlier level and the budget was again in a state of crisis.

Analyse the case and answer following questions.

- i) Analyze the type of organizational climate created by Atul Jain at the Indore unit.
- ii) Why was there a drop in productivity at the unit after Atul Jain left for Hyderabad?

K.C.E SOCIETY'S

COLLEGE OF ENGINEERING AND MANAGEMENT, JALGAON

Department of Management (MBA)
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Workshop

on
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on 03rd Jan. 2023 at 10.30 AM

- Speaker -

Dr. Anupama Chaudhari

Associate Professor

KCES's IMR College Jalgaon



Dr. Veena P. Bhosale
Event Co-ordinator

Dr. Sanjay R. Sugandhi
Principal

Ms. Harsha Deshmukh
HoD



Venue - Room No 202, KCES's COEM, Jalgaon