

Issue - 2

WOXSEN

WBR

BUSINESS REVIEW

WU[®]

WOXSEN
UNIVERSITY

www.woxsen.edu.in

The Oval

“

The key is to set realistic customer expectations and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways.

- Sir Richard Branson

Preface

Case study approach to teaching and learning widely accepted as an effective pedagogic tool in the business and management education to develop management and leadership abilities.

Case study approach helps students to simulate real-life applications of ideas and concepts taught in the class enabling them to familiarize with same types of decisions and challenges that managers face daily. Woxsen Case Study Centre (CSC) presents the Woxsen Business Review (WBR), an in-house magazine that features cases, whitepapers, and articles about critical management practices used in real-world business scenarios. WBR encompasses many domains, including Marketing, Operations, Finance, Human Resource Management, Organizational Behaviour, Innovation and Technology (AI, ML, and many others), and Analytics. It allows students to demonstrate their case development and writing skills, which would help them understand, solve, and make critical decisions for real-life problems encountered in management and leadership capacities. Through various articles and whitepapers written by students and industry experts, WBR also provides insights into emerging and trending management areas across industries. This allows students to stay current with emerging fields and become industry ready.

The second issue of WBR is divided into two sections where the first section comprises three Case studies related to post-covid business dilemmas, peak hour demand management, and work-life balance while the second section focuses on the broader issue of sustainability in management.

- Prof. Dilawar Ahmad Bhat

Editorial Page

Shashank Raj Gupta

Chief Editor

Dheeraj Anchuri

Editor Sustainability

**Dr. Pradeep Rathore,
Prof. Dilawar Ahmad Bhat**

CSC

Mahesh Chari A, Muneer Mhd

Designer

Marketing Team

Team Lead

Gogineni Venkata Ashwith

Team Members:

Harshita Kallem, C. Naga Sai Kiran,
Mantosh Mahapatra

Finance Team

Team Lead

Saisrilakshmi Panatula

Team Members:

Parthavi Shastri, Jay Kumar,
Krisharth Misra

Human Resource Team

Team Lead

Anushka Johari

Team Members:

Varshini M, Sanjay MS,
Sharmila Mulagad

Operations and Technology Team

Team Lead

Krishna Sai Talupula

Team Members:

Veena Reddy,
Aksh Dharaskar, Johanna Gaddam

Sustainability Team

Team Members:

Bhuvan Sathvik

CONTENT

PAGE NO.

- 04** **The post covid quandary**
- Gogineni Venkata Ashwith,
- C Naga Sai Kiran
- 11** **Problem of crowd management at the oval**
- Talupula Krishna Sai, MBA
- S Veena Reddy, MBA
- 18** **Work - Life Balance and Decision making**
- Anushka Johari, MBA
- Mikkilineni Varshini, MBA
- Sanjay MS, MBA
- 22** **Local stores vs Established stores**
- JayKumar Pati, MBA
- Krisharth Deepak Misra, MBA
- Panatula Saisrilakshmi, MBA
- Parthavi Shastri, MBA
- 34** **Consumption and production**
- Anuska Sanyal, MBA(General)
- 37** **Redesigning packaging to promote**
- Akshara Sai Jagarlamudi, BBA 2nd year.
- 40** **Good Health and Well-Being**
- Mansi Kaushik, BBA 2nd Year



THE POST COVID QUANDARY

- Gogineni Venkata Ashwith,
- C Naga Sai Kiran

BEGINNING OF SHARDA

In the year 2006, 'Mr Chetan' founded SHARDA, a telecommunications company that subsequently became a travel-based enterprise. The company's commercial operations are entirely focused on a small town named Korba known for its coal mine industries in the state of Chhattisgarh. The citizens were well-educated and religious, only a tiny fraction of people use the town's rail services. The town's active atmosphere and a group of government colonies provided an opportunity for 'Mr Chetan' to set up a telecommunications unit, which is also a tourism enterprise at the moment. The path of the company's evolution from telecommunications to pilgrimage travel and later to country tourism demonstrates its desire for expansion because Korba is not a large city, with significant connectivity gaps, integration into this market proven to be comfortable. However, expanding into any vertical or other industry is a must for any firm to be sustainable in the long term. However, Sharda, in their hunt for the company growth, discovered a tourist travel agency as a viable option until the pandemic outbreak, which cast doubt on the company's long-term viability.

BUSINESS EXPANSION

Sharda, a modest agency with a staff of 14 people, organised a vacation to Kedarnath to reward themselves for their hard work after reaping the profits to their telecom firm. The most affordable way of reaching Kedarnath from Korba is to reach Delhi first via a train, then catch a bus to Haldwani and a cab to reach Kedarnath. It was a journey of approximately 43 hours. The difficulties they encountered whilst travelling were the dearth of a good method for booking the full trip at once. They had to book each mode of transportation separately. Because they were so many individuals, their trip became much more arduous. Due to their large party, accommodations were difficult to come by. After all the difficulties they encountered on their journey, they recognised a vacuum in the travel tourism industry and wanted to address this problem while expanding their business. They investigated this subject, interrogated experts, and gained a better understanding of the issues and the need for a solution for travellers. Then they came up with the notion of delivering a trip to a large group of people once a year that included a complete package of travel, lodgings, and costs in exchange for a fee. They had to invest, and need to launch an advertising campaign to let create awareness and to attract target audience. They went into a partnership with a travel agency "Kamakya" after incorporating this sector into their business.

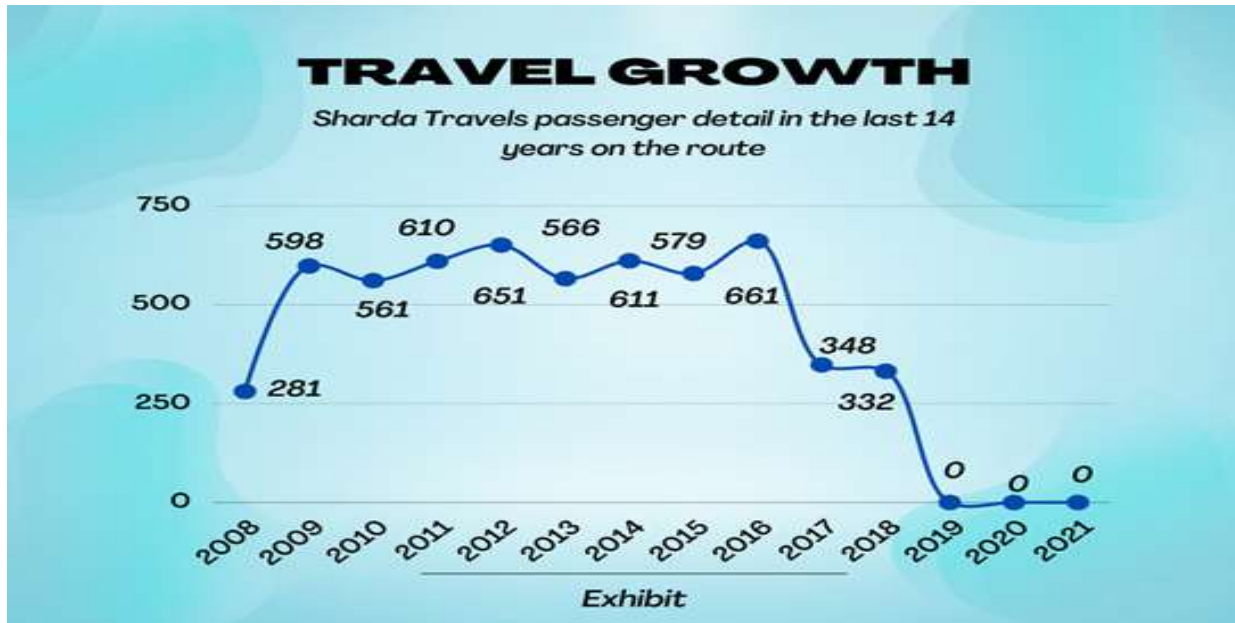
THE FIRST TRIP

The company chose to organize a trip to Katra, Vaishno Devi, a lovely temple famed for its tourism located in the UT of Jammu & Kashmir, in September. The idea was to deploy the special train from Mumbai as demand grew in other locations (Exhibit1). The long train journey from Mumbai to Katra stretches over 2035 kilometres and takes roughly 35 hours. They intended to stop at a few locations with a 2-hour delay in between because the travel is by special train. It took two days to arrive to the destination. The total number of passengers is 65, ranging in age from 3 to 65, with 38 women making up the majority of the passengers. The company offered travel comforts along with food and sleeping necessities for the ride, as well as a three-star hotel following departure. The stay is three days long where the travellers are free to explore the area on their own. The two-way trip cost the passengers over 2500 INR at the time, with the corporation incurring a total cost of about 1,30,000 INR.



MARKETING INITIATION

It was the year 2008, and newspapers were the primary means of communication. The company disseminated leaflets in local publications and on a few bulletin boards at the agency, informing individuals about their first trip. As their focus is on the local citizen, their idea penetrated their target market well, the show of interest and responses were quite good for the first trip and thereafter. It was quite a surprise that the advertisement reached to other parts of the state through the pure word of mouth and the people were as excited as the people were in Korba.



CURRENT SERVICES

Initially, the company focused on only one travel per year via rail and it was later expanded to incorporate roadway transportation, however only to certain destinations due to distance concerns. The excursions have largely been visited pilgrimage sites in various sections of the country since the company's first trip in 2008. The inaugural route (exhibit) is still in demand, with a few additional locations such as Char Dham yatra, South India trip, Nepal country tour, Ganga Sagar yatra, and many more. Customers are lured to the company since it provides a range of services along the way.

The current services include:

- Trips to particular locations in north India.
- Trips to particular locations in south India
- Week wise trips through different means of transport
- Food, water, and accommodation facilities throughout the trip. (Customisable depending on the menu)
- WIFI while travelling.
- Medical services in case of emergencies.

TARGET AUDIENCE

- Before partnership with “Kamakya”:
 - The major focus was on age group of 35-60 years. Organising a pilgrimage trip was the main reason for this.
 - Large groups of people
- Present
 - They are now planning to broaden their exclusive pilgrimage packages to include additional tourist destinations. The target audience has been enlarged to include persons of all ages.
 - As they seek to boost their emphasis on digital marketing, they will concentrate on attracting college students who are planning travels.

CURRENT SERVICES

Initially, the company focused on only one travel per year via rail and it was later expanded to incorporate roadway transportation, however only to certain destinations due to distance concerns. The excursions have largely been visited pilgrimage sites in various sections of the country since the company's first trip in 2008. The inaugural route (exhibit) is still in demand, with a few additional locations such as Char Dham yatra, South India trip, Nepal country tour, Ganga Sagar yatra, and many more. Customers are lured to the company since it provides a range of services along the way.

The current services include:

- Trips to particular locations in north India.
- Trips to particular locations in south India
- Week wise trips through different means of transport
- Food, water, and accommodation facilities throughout the trip. (Customisable depending on the menu)
- WIFI while travelling.
- Medical services in case of emergencies.



TARGET AUDIENCE

- Before partnership with “Kamakya”:
 - The major focus was on age group of 35-60 years. Organising a pilgrimage trip was the main reason for this.
 - Large groups of people
- Present
 - They are now planning to broaden their exclusive pilgrimage packages to include additional tourist destinations. The target audience has been enlarged to include persons of all ages.
 - As they seek to boost their emphasis on digital marketing, they will concentrate on attracting college students who are planning travels.

SUDDEN SHIFT

When it comes to social adoption, it takes time for some locations to become digitalized. In the case of Korba, the majority of people are used to physical bookings and cash payments; this isn't to say that they don't trust the digital economy; it's just that its adoption rate is lower than in other regions of the state. Before it partnered with Kamakya Travels, Sharda employed a few digital marketers, because it is essential to adopt to the new technology.

COVID-19 IMPACT

We are all aware of how the world altered because of the breakout of COVID-19 and its effects on the global economy and a variety of industries. The tourism and travel business, on the other hand, is clearly the most hit sector compared to many other sectors. As a result, Sharda's travelling vertical of business, tours for groups came to a standstill as well and can witness the decline of the customers in (Exhibit 2) . Because of the lockdown and the dread that has been instilled in the minds of clients, this sector has become nearly difficult to operate. There was a trip scheduled in 2020, and the advance fees were also collected. However, because of the pandemic lockdowns, they were forced to cancel the trip, return the advance deposit, and incur a significant financial loss. The complete halt in the travel sector got Sharda to focus on their telecommunications vertical for sustenance. The telecommunications business kept them afloat, but they felt the pinch of not being able to continue their travel business. The eagerness to return to this field was palpable.

DILEMMA

After the lockdown was lifted, the travel industry was not expected to rebound swiftly. Sharda, on the other hand, wanted to make a comeback as soon as possible because this was an industry where competition might be fierce, and if things weren't done quickly enough, the firm could be entirely shut down. However, it was a difficult area to re-enter. The impact of covid wasn't going away anytime soon and people were still hesitant go on tours because of the lingering covid pandemic. The plans for a tour were on cards for Sharda, but due to the arrival of second wave again it was put to a halt. Finally, after the second wave, things began to look better. . They planned and organised a vacation to xxxx, but registrations were almost non-existent. People were unwilling to come out due the fear of Covid.

The dilemma of how to retain their customers and attract their target audience for their trips is proving to be the biggest concern they are facing right now. The problems don't end there, many things are to be considered before getting back into this business. As there is a significant amount of raise in hotel and travelling prices, they must adjust to new pricings and reset their package fee. But the tricky part here is the dilemma of whether, the customers will be accepting the price change in the package. How to handle the situation if any of the customers gets infected while the trip is going on, will be a significant problem to deal with. The negative consequences if the unfortunate happens will be of high impact on the company. The dilemma of how to handle all these challenges are to be addressed before the comeback.

QUESTIONS

- 1) Which sectors should the company explore into ?
- 2) Does the company have the required investment to start over again after losses and if is ready to take the risk of more unexpected circumstances.?
- 3) At which time of the year should they start their marketing again ?
- 4) By when can the company expect to receive their profits/returns?



**PROBLEM OF
CROWD
MANAGEMENT AT
THE OVAL**

*- Krishna Sai Talupula
- Veena Reddy,*



Woxsen University is the private university, which is in Sadasivpet, Telangana. This University is one of the top universities in Telangana. Woxsen University is a unique effort, that has been designed to re-imagine education and learning. And also, it is a residential campus where there is good food and accommodation are provided along with the studies.

The Oval is an in-house canteen of the Woxsen university that makes it daily operations under the guidance of Mr. Bijaya Kumar Misra, head of operations at Woxsen university. The student and staff living on the premises of this university are served at the dining hall three times a day in a buffet system with a wide variety of options available to the residents of this campus. There is a seating capacity for 489 people in the dining hall, and a second dining hall is in the process of being constructed that can accommodate 800 people at a time. A large kitchen and well-trained crew ensure the kitchen serves good quality food to all those who come to the oval's dining hall. The groceries and products used are all of premium quality and the procurement of groceries is done through a trusted supplier from the city of Hyderabad. All the fresh vegetables are procured every alternative day and the meat items are procured on the day of cooking. Staff at the oval is comprised of 55 people who work shifts from 5:30 a.m. until 10 p.m. The kitchen, which employs modular cooking techniques to reduce food waste, can cook for 1400 people at once. Where segregated counters are present, there are set times for serving food to both students and faculty. Breakfast is served from 7.30 a.m. to 09.30 a.m., lunch is served from 12 p.m. to 2.30 p.m., and dinner is served from 7.30 p.m. to 9.30 p.m. Food is made in such a way that all people can eat it, regardless of their ethnicity or cultural differences. The food cooked at this kitchen is so hygienic and healthy for human consumption that no one eating here reports experiencing health problems due to their food. The kitchen makes bakery items like bread, brownies, burger buns, etc... where the bread is served during breakfast, and the rest of the bakery items are supplied to the rise café and the blue embers restaurant, which are also located on the Woxsen university campus. Rise and Blu embers are the additional facilities provided by the college where rise is like the café which is located in the admin area where the students have the easy access in the time

of the schedules and usually opens from 10.00AM to 6.00PM. Blu Embers is the restaurant kind of place which placed in the middle of the hostels and opens from 6.00PM to 2.00PM. These bakery items are made to order and served fresh to the people by the best cooks and support staff available in this kitchen. Within this kitchen is a cold storage facility, where all the groceries that need to be frozen (like vegetables, milk, etc.) could be stored with the capacity of the facility. In the days when non-vegetarian items are prepared, such as on Wednesday, Friday, and Sunday, this facility is used to temporarily store the meat before cooking it. For storing items such as rice, oil, spices, etc., there is a large storage facility attached to the kitchen that can accommodate these items in bulk.

There has been a significant change in its day-to-day operations following the covid impact, from arranging the chairs to maintain social distance norms, to preparing the menu to improve the immunity of those taking their meals here. There have been a lot of challenges related to procurement and storage of groceries because of covid, starting with getting milk from the supplier on a daily basis and sanitizing them for



cleanliness and bringing groceries from the suppliers during the covid restrictions and lockdown. By following certain operations and supply chain techniques, they were able to resolve these issues caused by the effects of the pandemic. There is also the food supply to the dorms of those students or staff who are affected by covid.

The university canteen runs on a queueing system with time-dependent arrival structures. It has resulted in a challenge of pupils lining up during their meals. During peak times for various types of meals, such as 9:30 a.m. for breakfast, 1:00 p.m. for lunch, and 8:30 p.m. for dinner, long lines form near the counter, causing people to miss their schedules. Exhibit 1 details the numerical value of how many people enter the hall to eat at various times of the day throughout the week. According to the



data in the graph, there is no definite pattern of people arriving at the dining hall for their meal, which complicates management's efforts to devise a queuing system. The work and class times of students and faculty from other schools of the university are such that even after drafting an oval timetable for each school, it is impossible to keep track of the number of people who may or may not enter the oval at any given hour of the day. This occurs sometimes due to sudden changes in the work schedules. With these irregularities, it is difficult to predict the amount of availability required to be kept ready at the counters, resulting in long lines. There are facing issues with food items such as chapati, poori and few others that are sometimes prepared and served at the time people arrive at the lines because these foods are consumed only when they are hot and fresh and not when they have been made and stored before the arrival of people. As shown in Exhibit 1, there are more people entering the hall to eat their meals, and generally during this hour of the meal in a day, people are in a rush to finish their food and return to their work and there are generally two counters available for students, and we see waiting lines at both ends. Hungry people tend to get frustrated very easily and sometimes also lead to conflicts between the canteen staff and students. People tend to get irritated and frustrated as the time goes by, yet they must wait in line as a result, some people rush to work without finishing their meals, and others arrive late. The management of this hall is attempting to schedule the entry times shown in exhibit2 for the various batches available on campus to reduce these queues, which is not happening because people are not adhering to the schedules set for a variety of reasons.

Another problem the hall encounters is food waste during every meal it serves. Despite using modular cooking techniques to minimise food waste in this kitchen, there is still some food wasted because it is hard to estimate how much food needs to be cooked for each meal. Food is generally prepared based on information provided by the university's main gate, which includes the number of people on campus, which includes the total number of people who are on campus. This data differs from time to time depending on the number of students or faculty who leave the campus both on weekdays or weekends due to their personal work on emergencies. But there are some uncertainties in the method followed here to estimate the count as people generally skip their meals or have their food at the rise or the blue embers during day and night times of the meal. The long queues also cause people to leave their meals in the middle, resulting in food waste. All other factors such

as taste, hygiene, etc., are taken care of by the machinery they use. The queue is the major contributor to wastage. A queue usually occurs based on demand, where you can see in exhibit 1 that Tuesday and Wednesday are the days with the most demand, meaning a long queue. When people come in those times they wait for a long time and leave the meal in the middle due to their schedules. This causes food to be wasted a great deal during those times. However, food waste can be reduced significantly on the weekends.

Up Since there are now hybrid classes and fewer people staying on campus for a long period, there have been fewer queues and wastage in the dining hall. However, with the mandate of physical classes for all the schools in the university, more students will be funnelled into this hall, making it a challenge for the administrators to reduce queue line and use the dining hall efficiently.

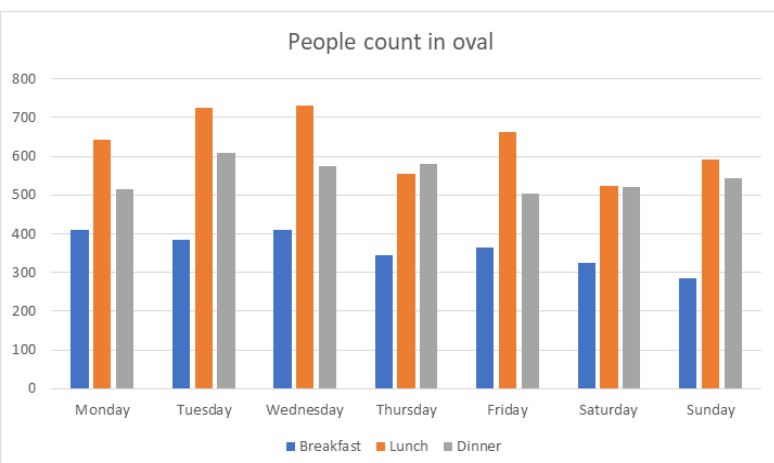
There should be some management techniques in place to make the dining experience of people in this hall more enjoyable.

DILEMMA


Up Since there are now hybrid classes and fewer people staying on campus for a long period, there have been fewer queues and wastage in the dining hall. However, with the mandate of physical classes for all the schools in the university, more students will be funnelled into this hall, making it a challenge for the administrators to reduce queue line and use the dining hall efficiently.

There should be some management techniques in place to make the dining experience of people in this hall more enjoyable.

QUESTIONS



1. What type of Operations techniques can be followed by the management of the hall to overcome this issue?
2. How can the management of this hall can handle the grievances?
3. Is the present supply chain model used by the hall reliable?
4. Can you suggest some of the techniques which can be followed by the hall to enhance the overall experience of the people having food here?

A woman with long dark hair, wearing a white collared shirt and a grey cardigan, is sitting at a wooden desk. She has her eyes closed and a serene expression, with her right hand raised in a meditative gesture. In the background, there are bookshelves filled with books. On the desk in front of her is a laptop and some colorful sticky notes.

WORK - LIFE BALANCE AND DECISION MAKING

- Anushka Johari
- Mikkilineni varshini
- Sanjay MS

ABSTRACT

Women have started claiming their well-deserved spaces in the corporate world and are breaking the glass ceiling on their way up. But, are they experiencing resistance to success? Well, yes and no. It would be faulty to say that all women have experienced career grunt, however, most women from a certain socio-economic background tend to face similar obstacles. Of course, changing the inherent societal structure of India, or even the global society for that matter is no one-person-job, which is why the corporate sector has Human Resources. Let us study the case of Ekta to better understand her Dilemma and the role of HR in resolving the same.



INTRODUCTION

Mumbai is not called the city of dreams for nothing. Everyday thousands of people come to the city in search of a new living, a new opportunity, or to behold the absolute charm of the place. Along the sidelines of local trains, metros, the magnificent Sea link and the breathtaking skyline, Mumbai presents itself to the incomers with a promise of a dynamic life with ample of scope to reach the highest heights.

Ekta is one of these many people who came to Mumbai from a small city in Chhattisgarh. Her parents and older siblings always supported her dreams no matter what and going to a metropolitan city and getting a job there was something that she was very proud of.

BACKGROUND

Ekta recalled the immense feeling of happiness that she was experiencing on the day she got a placement offer from her dream company. It was a day she could never forget in her life because it was no less than a dream come true, well quite literally! Ekta completed her graduation, got a job offer in a reputed IT company (to be named) Dream Corp inc., which was a scaling tech giant growing rapidly in the fintech industry. and was She was very happy as she could fulfill her dreams aspirations and become an independent woman. Coming from a family where she was always supported ever since she was a kid, Ekta loved this new phase in her life.

Although she was very excited to embark on this new journey, at the same time, she was little bit worried about her new job, new environment and new work life. Despite her skeptical feelings about her new job, she motivated herself and took a step towards her glorifying career. Isn't that the 'right' thing to do?

Finally, the day of onboarding came. She started the day with great enthusiasm and planned a schedule for the entire week, so she does not miss out on anything! That day she started her training period with a lot of excitement, high hopes, and a clear vision. As a corporate employee, she was aware of the sacrifices that she will have to make and the extent to which she will have to work hard, and during this period of learning, she went through many ups and downs and over-came many obstacles. She went through some tough experiences but that only made it possible for her to be able to learn some new techniques which enhanced her skillset. All of this was instrumental for Ekta to grow her network and interact with people of different mindsets, backgrounds, and cultures. By gaining a lot of knowledge, she successfully completed her training and was posted to a new place to work in a real time environment.

Again, Ekta experienced the same mixed feelings. The knowledge and experience that she gained could not stop her from the little hesitation in entering the new workplace.

THE OFFICE

The day had come. It was all set in the morning. But this time the worries did not stop Ekta in any way to start her new office life. She grabbed her coffee and entered the office with full excitement and hope. Ekta met her manager, Ms. Parthvi, who received her politely and introduced her to the teammates and other peers in the office. Her teammates were quite welcoming, and she found the discussions in the office to be very professional and informative regarding the project and her applica-

tion. They all acknowledged her doubts and answered all of them without any hesitation. Ekta's first day was completely contradictory to her expectations thoughts and she had developed a great rapport with her team members.

THE WORK

Ekta started learning the application process, the modules, and day-by-day the team members started assigning tasks to her. The work was steady but challenging at times which seemed to be okay for her, as she was ready to grab any challenge and turn it into an opportunity. Within no time Ekta became one of the key resources in the project at application. She showcased the best work ethics along with her knowledge and complete dedication to work.

Noticing Ekta's skills and her drive to always learn and do better, her manager asked her to take a new role in another area application and in the same project. At the same time, she also mentioned that this application needs extra time to be worked on and that she will also be paid extra for the work. Ekta was thrilled to hear that she was already getting promoted no matter how small the step seemed. She readily accepted the offer, but she was little worried about the overtime work that will come along with this promotion.



Just like the previous team, the new team also accepted Ekta and explained the work that had to be done. Within no time, she became comfortable with the team and the work. The one thing that she was very happy about was that her pay had increased drastically when compared to her peers' who had joined along with her.

Soon she came to realize that every coin has two sides. Along with her pay, her responsibilities and workload had also increased drastically, which was not just inconvenient but also uncomfortable for her. She had no time to give to herself and her social life had come to a halt. Still pushing through everything, she persisted for a long time. This went on until she saw clear signs of stress building. Ekta has always been the kind of person who has a free spirit; her friends and family started worrying about the amount of work she was doing and the pressure of work that she was under. Ekta's health declined drastically due to numerous sleepless nights and eating junk fast food during and after work hours to save time on cooking.

THE REASON

Ekta as we have seen is a wonderful employee with the most sincerest attitude around the office. She knew how to get things done and was not afraid to learn through mistakes, which is why she was the primary contact for the company who worked 24/7. There was no time to get rest because in case of any emergency or any problem that would arise in the backend in her application, she was the first person to be called. The severity of the problem varied but that does not mean that her response time could, too. This is because if she chooses not to answer the call and resolve the issue, then the issue was sent to her higher officials who were not entirely familiar with her application, which further complicated the problem. creates more problems in the same. Her hectic schedule was the one thing that was holding her back from exploring new perspectives.

At times when she wanted to go out and have some time for herself, even though she was doing all of the major work, Ekta was supposed to take permissions from her superiors to take time off on weekends and post-work hours! Being a person who never gives up, she took it as a challenge and tried to push through it with all that she had.

But soon she decided to take help from her teammates and peers regarding the issue. It was getting too stressful for her and the suggestions that her peers gave her were for relieving her stress with yoga, meditation, and rest days. However, it did not help much because she could not even find time to do any of those things.

NEXT STEPS

She ultimately decided to go and meet her manager. Parthvi was considerate and empathetic to Ekta's problems and listened to her issues



with the intent to solve her problem. She advised Ekta to talk to the Human Resource Manager and tell him how she was unable to balance her social and personal life with her work life.

The HR Manager at any company plays a pivotal role in maintaining the organization's standard. The idea of HR interventions relates to the steps taken by the department to ensure improvement in the overall performance. With efficiency, productivity, and happiness at its core, the idea is to create a win-win situation for the employees as well as the organizations. The intervention activities include Leadership programs, Career trainings, Development centers, etc. These intervention activities are designed in such a way that employees at individual and organizational level can derive equal advantages from it.

Therefore, the next day, Ekta went and met with Mr. Satya, the Human Resource Manager of her company. He noted her concerns down and gave her a couple of options that he could make available to her so she could manage her time accordingly.

QUESTIONS

1. Considering the situation that Ekta has faced at her work, what is the most rational decision for her to make ?
2. In view of the problems faced by Ekta, what insights can the human resources department develop in consonance with the issues?
3. Identifying the collective and individual issues faced by employees, what interventions should the human resources department develop for the employees of this company?



LOCAL STORES VS ESTABLISHED STORES

- Panatula Saisrilakshmi,
- Krisharth Deepak Misra,
- Jay Kumar Pati ,
- Parthavi Shastri

Panatula Saisrilakshmi, Krisharth Deepak Misra, Jay Kumar Pati and Parthavi Shastri wrote this case study for Woxsen business review, the authors do not intend to illustrate or criticize any managerial situation or ineffective handling. The authors have disguised certain scenarios to prevent confidentiality.

ZARA is one of the most well-known brands in the world, as well as one of the world's largest fashion conglomerates. The chain is owned by Inditex, a Spanish retail conglomerate that operates seven other brands. One of those brands include Zara too. They are a unit of Inditex and are the third largest brand in the clothing industry. It is their flagship chain of stores, with headquarters in Spain. In 1975, Zara opened its first store in Spain. The company's main headquarters is located in Galicia. There are more than 2007 stores in 96 countries throughout the world. The Zara apparel line contributes a significant portion to the parent company's revenue. Kiddy's Class (children's fashion), Pull and Bear (youth casual clothing), Massimo Dutti (quality and conventional fashion), Bershka (avant-garde apparel), and Stradivarius are some of Inditex's other clothing businesses, Stradivarius (trendy young woman's clothing), Oysho (underwear retailer), and Zara Home (household textiles). Except in areas where they are not authorised to own stores (where Franchises step in), Inditex chain owns all Zara locations.

Zara is known for creating clothes and other fashion items in a short amount of time rather than taking an eternity. They are known for developing items in about two weeks and for coming up with roughly 10,000 new designs each year (which is an industry record). Instead of relocating their whole manufacturing to Third World or Developing countries, they have defied the trend by producing in Europe. However, some of their garments are made in Asia since they have a longer shelf life. They operate a huge number of factories in both Spain and Portugal, and they manufacture the majority of their products in Spain or other European countries. They are also not reliant on anyone else as they can get everything done by themselves. Zara began with low-cost items that were blatant knockoffs of high-end fashion items. Zara was a huge success as a result of this decision, and they were able to expand by adding more stores throughout Spain. The company's management also reduced the time it required to generate new designs and coined the term "instant fashions," allowing them to quickly capitalise on new trends. Zara is known for employing design teams rather than individual designers.

Zara is a well-known brand that is noted for its cutting-edge designs and was named one of the top 100 finest global brands in 2010. It employs an unorthodox approach of not advertising and instead invests all of its profits in the opening of additional stores throughout the world. Zara is popular among both older and younger generations due to its low-cost designs. Zara is clearly living up to the high expectations set by its two winning retail trends. First, it is fashionable, and second, it is inexpensive, resulting in a highly successful combination.

Amancio Ortega, who also owns Massimo Dutti, Pull and Bear, and many other brands, launched the first Zara store in a central street in Spain in 1977. Zara's headquarters are in Spain. Zara opened 95 stores in the first quarter of 2009 alone, bringing the total number of Zara stores to 4359 in 73 countries. Zara has also been dubbed "probably the most innovative and damaging shop in the world" by Louis Vuitton fashion director Daniel Piette. They handle the majority of the supply chain's steps, as well as designing, producing, and supplying it.

Zara's supply chain is based on the 'Fast Fashion' concept. The latest fashions are delivered in just two weeks, as opposed to the industry norm of six months. They have a vertical supply chain, which means they handle everything from design to manufacturing to sourcing and distribution. This gives them complete control over the company and protects them from charges of immoral practises like sweatshop labour.

ENTRY STRATEGY OF ZARA IN INDIA

Inditex pursued a joint venture with Trent Limited, a Tata Group firm and a well-known clothing line distributor, to penetrate the Indian market. Zara chose joint ventures as its entry strategy in India because it is a cooperative strategy in which the local company's manufacturing facilities and know-how are combined with the foreign firm's expertise in the market, particularly in large, competitive markets where it is difficult to obtain property to open retail outlets or where there are other types of obstacles that necessitate co-operation with a local company, of which Zara regards its stores as one. The store is well-liked. The shop is regarded as the boundary among the buyer and the motor of the whole business – mode design, development, logistics and finally retail.

TARGET MARKET

Zara has a reputation for targeting teenagers, people in their twenties, and even people who are still young at heart. Other apparel firms have previously overlooked this customer segment in favour of adult customers. Zara has a unique technique for portraying generations in their advertisements. These advertisements in India will demonstrate that the Zara Company is more than just a clothing line for the next generation; its customers are also a generation ahead of their competitors. Zara Company has the potential to develop a reputation in India as the contemporary clothes line. It was determined that the purchasing power of teenagers and celebrities' marketing power were identical. They've seen a big increase in profits.



DSK TAILORS

Running a business or a brand is not a simple endeavour, especially when the competition is high and the world is moving towards sustainability. With established huge companies and crowded markets all over the world, making a name for oneself and succeeding in it takes more than what is required. Along with extensive understanding of the economy and the earning and spending of the locality or the country's GDP (Gross Domestic Product), proper management and marketing strategies are required.

DSK Tailors is a small-scale enterprise which was founded in the year 1976 Ghatkopar, Mumbai.

DSK tailors initially started with a vision to provide fine quality of garments and fabric for the customers. Delivering outstanding work and following customer satisfaction,

The business was established by Mr. Subhramaniyam Reddy. He started this business with a working capacity of 100 workers where everyone was trained and possessed an expertise in their respective field. Their main focus and motive has always been the quality and customer satisfaction. The business grew quickly over a period of time and gained popularity in their locality for their renowned work.

After a certain duration, they entered into the domain of retail clothing sector – all men's clothing wherein they became experienced and gained a title for their work- "Suit- Specialist".

Future vision of DSK tailors.

DSK tailors plans to expand their market, their work and establish themselves as a brand.

In long term they want to create a renowned brand in Indian market, while the short-term goal will be to open multiple branches which includes various types of clothing/Designer to bring a fresh perspective in the market.

CRISIS

Competitors –

DSK being a small-scale enterprise is facing crisis with customer retention due to renowned big brands being already established – wherein these brands have already established their outlets in malls, shopping complex and entered the e-commerce market.

Due to brand image being created the customers in general prefer “BRANDED” clothing in spite of having the same quality of clothing available at a cheaper rate.

TRUST

One of the most significant challenges that businesses face today is attracting and retaining top talent. Simply put, the talent pool is not growing at the rate that demand will continue to grow. Accelerate.

COVID CRISIS

During pandemic the business had to keep paying the workers when they were running in losses due to no demand. Maintaining a balanced business and survive was crucial to keep the business steady and running.

The issues in general faced by small scale clothing business owners Branding has a lot to do with how your company acts and what it produces. You can charge forward with the name you choose but without thorough research, you can land with a thud for some customers rather than a sparkle. Customer focus is key. Evaluate your market and your name and image early.

A small business generally doesn't have the name recognition or reputation of a national or international company (sometimes this is a plus!). In some markets, especially higher cost products, your customers need to know the value you can provide and that you're trustworthy.

This is a bit harder to signal for a small business, but it's still possible.

This is why I suggest providing free products/services that provide a customer some value and proves you're worth. If you do a good job and your offering is valuable, they'll want more!

DSK AND ZARA

Zara is inspired and influenced by great personalities. The business model of ZARA targets the global level and they keep on renewing their designs to keep the customers hooked to the brand.

The secret to Zara's success has largely being driven by its ability to keep up with rapidly changing fashion trends and showcase it in its collections with very little delay. From the very beginning, Zara found a significant gap in the market that few clothing brands had effectively addressed. This was to keep pace with latest fashion trends, but offer clothing collections that are a combination of high quality and yet, are affordable. The brand keeps a close watch on how fashion is changing and evolving every day across the world. Based on latest styles and trends, it creates new designs and puts them into stores in a week or two. In stark comparison, most other fashion brands would take close to six months to get new designs and collections into the market.

It is through this strategic ability of introducing new collections based on latest trends in a rapid manner that enabled Zara to beat other competitors. It quickly became the people's favourite brand, especially with those who want to keep up with fashion trends.

They know the persons instrument of status.

**Variety +
Design >
Quality.**

If ZARA/DSK wants to sell at high-margin products try to find out what exactly the instruments of status are in your customer's life. Find out what are the parameters that define the value of status instruments.

Zara believes that people prefer more variety and various design that is why they used medium quality clothes with variety and designs,

Zara has a strong R&D team where they keep coming up with new designs each and every 15 days gap. That is where this Just in Time



and Just in case management too takes place which is explained below.

DSK has a niche market and builds its business through connections and trust.

Zara's technique is to offer a bigger number of accessible items than its rivals. While most apparel retailers assemble and make to the public available for purchase 2,000 to 4,000 distinct pieces of clothing, Zara's creation has been notably higher, at more than 10,000 items introduced annually. This exceptional component of the organization's methodology has permitted Zara to engage a more extensive number of clients with novel preferences. Zara can configure, assemble, and sell its items in stores rapidly on the grounds that the organization possesses a large number of the upward factors of creation. Zara accepts that individuals incline toward more assortment and different plans to that end they utilized mid-range quality garments with assortment and plans. Zara has a solid R&D group where they continue to concoct new plans every single 15 days.

Zara makes sure that the customer feels like a "king". In the new retail economy, experience matters more than item in the psyche of the customer. The quick design experience recipe for progress consolidates

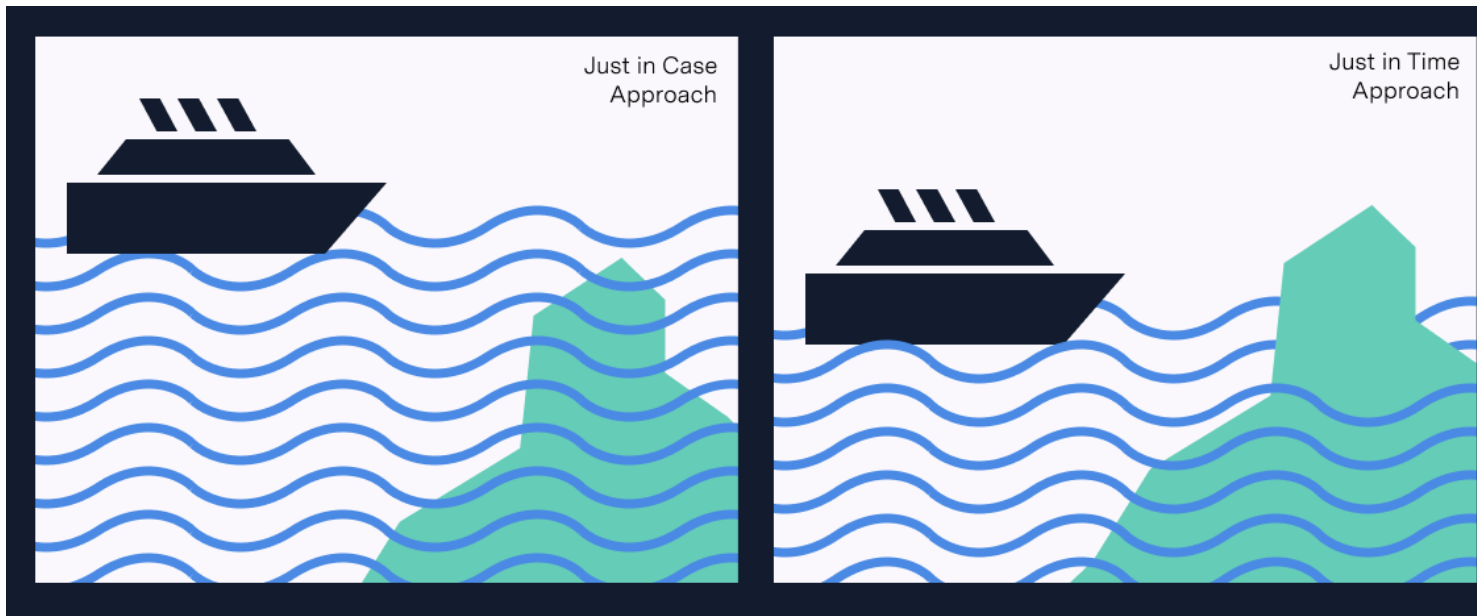
frictionless shopping in a profoundly arranged item climate offering scant stockpile and recent fads that pivot instantly.

The old valuing recipe Pile it high, sell it modest functioned admirably through the twentieth century, yet in the new experience economy, it has been supplanted by the idea of trade. Zara has a profound comprehension of the whole offer it trades with the clients. Its quick design deliverable is accessible in the amount, arrangement and time in which the client needs the item. That converts into incredible worth. Zara aces the idea of trade as it isn't the least expensive in the quick design field, yet it reliably conveys marked worth of pattern right item at engaging costs.

By making the brand experience significant and the trade important, Zara taps the capability of its clients to proselytize the brand. Instead of push showcasing out, Zara pulls clients in, develops them as brand powerhouses to further develop activities, administrations and items and animates them to get the message out.

Individual trade is each spot where the clients are, instead of just in the actual spot the brand is available. This is the new dispersion model for retailers today: Delivering the brand insight and items when and where the client requests it. Zara does that for them.

ABOUT JUST IN TIME AND JUST IN CASE



Just in Time (JIT)

The just-in-time (JIT) inventory system is a management strategy that aligns raw-material orders from suppliers directly with production schedules. Companies employ this inventory strategy to increase efficiency and decrease waste by receiving goods only as they need them for the production process, which reduces inventory costs. This method requires producers to forecast demand accurately.

HOW JIT WORKS ?



The just-in-time (JIT) inventory system minimizes inventory and increases efficiency. JIT production systems cut inventory costs because manufacturers receive materials and parts as needed for production and do not have to pay storage costs. Manufacturers are also not left with unwanted inventory if an order is canceled or not fulfilled.

One example of a JIT inventory system is a car manufacturer that operates with low inventory levels but heavily relies on its supply chain to deliver the parts it requires to build cars on an as-needed basis. Consequently, the manufacturer orders the parts required to assemble the vehicles only after an order is received.

For JIT manufacturing to succeed, companies must have steady production, high-quality workmanship, glitch-free plant machinery, and reliable suppliers.

In this system, there is no requirement of inventory. First customer placed an order then it goes for manufacturing and after some time it gets delivered to the customer

Just in Case (JIC)

Just in case (JIC) is an inventory strategy where companies keep large inventories on hand. This type of inventory management strategy aims to minimize the probability that a product will sell out of stock. A company that uses this strategy typically has difficulty predicting consumer demand or experiences large surges in demand at unpredictable times. A company practicing this strategy essentially incurs higher inventory holding costs in return for a reduction in the number of sales lost due to sold-out inventory.

HOW JIC WORKS ?

The JIC inventory strategy differs from the more recent "just in time" (JIT) inventory strategy, where companies try to minimize inventory costs by producing the goods after the orders have come in.

The JIC strategy is more common in less industrialized countries where poor transportation infrastructure, natural disasters, poor quality control, and vulnerability to other suppliers' production problems are concerns. Such instabilities in the supply chain could lead to costly production inefficiencies. Therefore, a manufacturer may decide to pay for excess inventory to avoid production shutdowns.

For JIC, manufacturers reorder stock before it reaches the minimum level to continue to sell inventory while the suppliers are supplying the goods. The time from when the firm reorders the stock to the time the supplier provides the new stock is known as lead time. A JIC inventory system tries to keep a minimum level of inventory in case of emergencies. JIC is typically more costly than JIT because it can lead to waste if not all inventory is sold and there are additional storage costs due to the additional inventory.

In this system, when a customer places one order then it gets delivered to the customer immediately but there is one disadvantage that it increases the inventory cost.



Just in Time (ZARA)

- Shorter Lead times
- Lower Quantities
- Extremely strong supply chain management

Just in Case (LOCAL SHOPS)

- Focused in inventory stock (spend heavy on inventories and hence have a large amount of inventory stock)
- Increased storage cost
- Follows up to a result of wastage of inventories

Shorter Lead times : Shorter lead times allow Zara to ensure that its stores stock clothes that customers want at that time if it is specific spring/ summer or autumn/ winter collections, recent trend that is catching up, sudden popularity of an item worn by a celebrity/ socialite/ actor/ actress, latest collection of a top designer etc.

Lower Quantities : By reducing the quantity manufactured for a particular style, Zara not only reduces its exposure to any single product but also creates artificial scarcity. Similar to the principle that applies to all fashion items, the lesser the availability, the more desirable an object becomes. This makes customer to buy more clothes which increases the customers inventory cost.

Strong supply chain management : Zara's extremely responsive, vertically integrated supply chain allows clothing to be exported 24 hours a day, 365 days a year, resulting in new products being shipped to stores twice a week. Frequency of consumer insight collections, Product information, inventory management, Procurement strategy, Manufacturing method, and its distribution management are some of the highlighted features of its performance



*While everybody in this world learns how to see, very few learn how to observe.
That makes huge difference between ordinary & extraordinary.*

Questions –

1. What measures do you suggest for small scale business to grow?
2. How do you think DSK tailors should retain their customer base?
3. In just in case scenario is what should DSK tailors do to reduce inventory cost?



CONSUMPTION AND PRODUCTION

SOURCE OF GLOBAL ECONOMY

- Anuska Sanyal

However, the continuous use of natural resources from the environment has an adverse effect on the planet. According to the United Nations Environment Programme (UNEP), environmental sustainability and economic growth are significant global challenges. Social and technological advancement over the last centuries has been degrading the environment that is damaging our future. As a result, in order to attain economic development and sustainable resources, there must be a strong urge in changing how commodities and resources are used and produced.

- Approximately one-third of the food produced each year of around 1.3 billion tonnes worth \$1 trillion ends up in the waste bins or gets spoiled due to poor transportation and storage.
- On switching to energy-efficient bulbs like LEDs, the world would save \$120 billion annually.
- The global population is estimated to reach 9.8 billion by 2050 for which equivalent to three planets could be required to provide resources to sustain the current lifestyle [1].

The above facts reflect that proper allocation of resources is necessary for the coming years.

With a growing population and deteriorating environmental circumstances, more people will have to be fed with less water and food, resulting in greater hunger and poverty. We are currently consuming more resources which are leading to exhaustion of resources for



the future generation. In the meantime, food waste and pollution are also growing, and the gap between the rich and poor is increasing. Sustainable production and consumption are associated with doing more and better using fewer resources.

Responsible production and consumption are Sustainable Development Goal 12 among the 17 SDGs. It has 11 targets. 4 out of 11 must be achieved by 2030, one by 2020, and the other six have no target years.

The targets are:

- Implement the 10-year sustainable consumption and production framework.
- Sustainable management and use of natural resources.

- Halve global per capita food waste.
- Responsible chemical and waste management.
- Reduce waste generation substantially.
- Encouraging companies to adopt sustainable practices and sustainability reporting.
- Promote sustainable public procurement practices.
- Promote a universal understanding of sustainable lifestyles.
- Support scientific and technological capacity of developing countries for sustainable consumption and production.
- Development and implementation of tools to monitor sustainable tourism.
- Remove market distortions that encourage wasteful consumption.

The open planet network is an open partnership, including all relevant stakeholders and organisations invited to onboard and actively engage. Achieving responsible production and consumption will not only fulfil SDG 12 but also will help in achieving other SDGs directly and indirectly.



**I'M NOT
TRASH.**

PACKAGEFREESHOP.COM

**I'M NOT
TRASH.**

PACKAGEFREESHOP.COM

REDESIGNING PACKAGING TO PROMOTE

- Akshara Sai Jagarlamudi

I'M NOT

Sustainability relies on fulfilling current demands without jeopardizing future generations capacity to meet their own.

SDG 12 Responsible Consumption of production - Ensure sustainable consumption and production patterns is one of SDG from the UN derived goals. This SDG main aim is to ensure sustainable consumption and production.

- Encircling the sector, we use more than 1 million lots of papers each day, and 93% - 95% of the paper comes from timber (Lael, n.d.), which is named virgin paper.
- This immoderate use of paper – Producing one ton of paper calls for 2–3-time its weight in timber. Making paper from recycled material instead of virgin fiber creates 74% much fewer air pollutants and 35% much fewer water pollutants.
- The paper and the pulp industry is the fourth-largest emitter of greenhouse gasses among U.S Manufacturing industries and it thus affects the economy significantly.
- Even though the paper is recyclable, it constitutes 26% of the landfills and emits methane, a very harmful greenhouse gas.

Packaging industry plays an important role in the development of the global economy. it enables transport of water, food, medications to the consumers all around the world. It is the tool that delivers and protects the basic needs of the consumers. Currently, five different materials such as plastics, glass, metal, paper and foil are being used as key materials in packaging. Plastics constitute almost half of all the materials used in the packaging industry and there fore, there is a strong need to emphasize the circular economy initiatives in this industry.

Businesses are now required to think of innovative solutions like,

- Designing the packaging in a way that requires less amount of paper and ink, for example, one of the leading companies, Apple, reduced the use of paper by using the recycled box for their electronics packaging.

Sustainable Packaging

Design Challenge



- These types of processes also contribute towards the Circular Economy - A circular economy is a closed-loop economic system in which raw materials, components, and products lose as little value as possible. In this type of economy, renewable energy sources are utilized, and systems thinking is emphasized. *(As we know, most of the companies are changing their business model from Linear to Circular, this has a very positive impact on society)
- Use the brand's simple color scheme and design the package in such a manner that it uses less paper while remaining convincing. (This can be done by increasing the number of the fold of the paper while making the box)
- Replacing the paper bags with jute or cloth.
- Cutting the usage of paper wherever possible, for example, removing manuals and slips from the box that we get with electronics; they can provide QR code inside the box, which will redirect to the digital manual.

Practicing these types of activities contributes to Responsible consumption.

In summary, a key takeaway is that Circular Economy implementation seems imperative for successfully meeting many of the SDGs. It is evident that “adoption of Circular Economy practices will be necessary to achieve many targets outlined under several of the SDGs.



Fully Curbside Recyclable
 Paper Recycling Stream



Equivalent Product Protection
 Validated using industry standards



Diverting From Landfill
 ~250,000 ft³ per 100,000 containers



CO2 Emission Reduction
 Requires less energy to manufacture

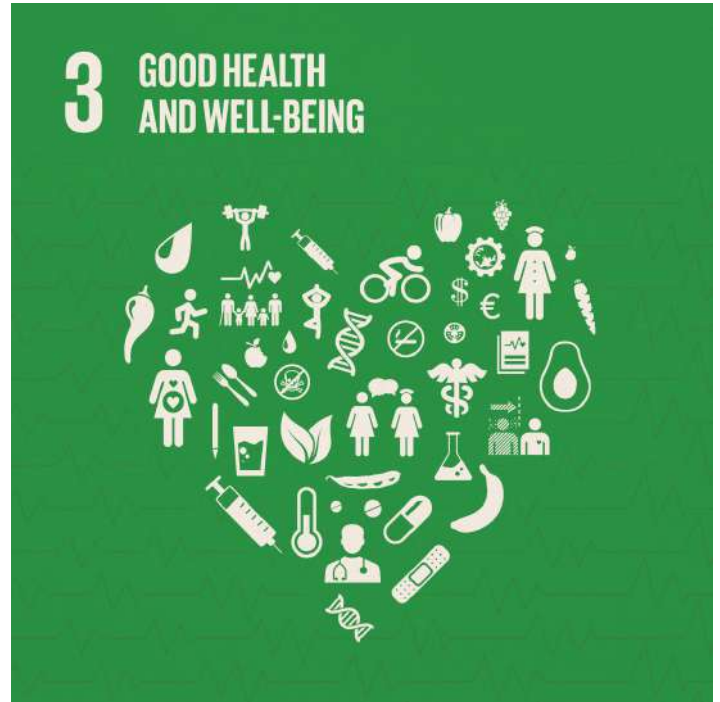
GOOD HEALTH AND WELL-BEING

- Mansi Kaushik



If one positive gesture was incontestable because of the COVID-19 quarantine, it is that of the facility of humanity operating together. Additional remarkable and ironic is that no one chose this state of self-preservation; it had been obligatory because of the means of achieving a united goal. After I say ironic, I mean that amidst being pushed to each of our physical and mental limits, we tend to do what we want to try and do to fight COVID-19 and are creating excellent strides.

The power of the people, a once bromide phrase, is currently a world reality. Will we tend to imagine, or perhaps begin to imagine, precisely what we might accomplish if we were to figure together, not merely as countries or people but instead if we could close as a unit to attain what was once thought unachievable? What could we accomplish? Radical environmental changes will already be seen around the world from this isolation. Currently, imagine if we tend to create conscious decisions to higher the planet together.



Currently, imagine if we tend to create conscious decisions to higher the planet together.

By 2030, finish the epidemics of AIDS, tuberculosis, protozoal infection, and neglected tropical diseases and combat hepatitis, water-borne diseases, and alternative communicable diseases. Strengthen the hindrance and treatment of substance abuse and narcotic abuse, and harmful use of alcohol. By 2030, guarantee universal access to sexual and fruitful healthcare services, including family planning, info, and education, and reproductive health integration into national ways and programmes. Deliver the goods universal health coverage, including money risk protection, access to quality essential healthcare services, and access to safe, adequate, quality, and reasonable essential medicines and vaccines for all. (World Health Organization).

Many efforts are taken to supply equal access to health and well-being, but it is not happening fast enough, which might make sure the action of SDG-3 is in line with the UN by the 2030 deadline.

We should continue with these efforts, and we cannot let them lose steam. We tend to owe it to each unborn kid and each mother that suffers inequality, from lack of sexual education to improper access to

health. From domestic abuse to sexual violence. We tend to owe it to any or all of us, man, woman, and child.

Physical health is not everything; there is this stigma surrounding mental health. People do not take mental illness seriously. To be fully fit, you also have to be mentally fit. When people completely discredit mental illness, it has a negative impact.

Parents continuously beware of their children's physical needs. They feed them with wholesome foods and always dress up their wounds immediately. However, they fail to note the deteriorating mental state of their child. Principally so, as a result they are not providing it that abundant importance. It is thanks to an absence of awareness amongst people. Even amongst adults, you ne'er grasp what someone goes through mentally.

Thus, we want to be able to acknowledge the signs of mental illnesses. A happy person does not equal a cheerful person. We should not contemplate mental illnesses as taboo and provide it with the eye it deserves to avoid wasting people's lives.





FOLLOW US NOW



Corporate Office
Gateway Jubilee, 2nd Floor, Road No. 36, Jubilee Hills, Hyderabad - 500 033,
Telangana, India. T: +91 40 4444 8888
Campus
Kamkole, Sadasivpet, Sangareddy District, Hyderabad - 502 345, Telangana,
India. T: 08455 255555, info@woxsen.edu.in