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On the way of making alagrand.com a grand business!

Priyanka Pathak, Neha Mehta, Anitha Sunil, Kinjal Pandya

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CASE TEACHING NOTES

Abstract

Learning outcomes

The case helps learn various aspects of entrepreneurship, startups and startup-ecosystem in India. It also talks about challenges that a startup entrepreneur faces that others or people potential to enter business can learn. It develops one to identify diverse and holistic solutions for overcoming these challenges. Apply and explain strategies suitable to business management.

Case overview/synopsis

After facing lot of difficulties in personal life, Mr Mitesh Shethwala started an e-commerce business named Alagrand.com. This Ahmedabad city-based startup for selling apparels and accessories for all age group is doing so well that the valuation of company has gone beyond Rs. 20 crores. In spite of the high valuation, company is facing problem of funds and investments. The protagonist of the company has lot of plans for growing business and taking it to next level that can happen only if he gets funds for the business. The case talks about issue of investment and funding of this startup company. The company also has issues in the area of setting standard operating procedures and marketing.

Complexity academic level

Teachers can discuss this case study for various subjects like Strategic Management, Retail Management, Digital Marketing and Product and Brand Management that are taught to the students of management courses at graduate and post-graduate levels. Academicians and students should read current information and data regarding setting up startups, investment and capital budgeting related to startups and funding methods.

Supplementary materials

Teaching Notes are available for educators only.

Subject code

CSS 3: Entrepreneurship.

Keywords

Entrepreneurship | Enterprise resource planning | E-commerce | Capital investment/resource allocation decisions | Business process improvement | Operations strategy

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Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

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