



BEST BUSINESS PRACTICES

Case Study Development & Presentation

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INTRODUCTION :



Best Business practices are well-established techniques and strategies that are known for their success in reaching specific business objectives. They cover different aspects like operations, finance, HR, customer relations, innovation, and compliance, with the goal of enhancing efficiency, profitability, and overall performance of the organization.

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SOCIAL ISSUES AND ACTIVISM:



SEWA

Self Employed Women's Association

A trade union that promotes the rights of
low-income, independently-employed
female workers

Founder: Ela Bhatt

Founded: 1972

4000 Employees  **2 million**

Learning Outcome:

- Resilience
- Sustainable Practices
- Building Partnership

Leveraging Technology for Free, World-Class, and Localised Education.

The primary goal of Khan Academy is to give everyone, everywhere,
access to a top-notch education for free+

Tata Trust's Digital Literacy Programs

01 Objectives:

- To offer high-quality education
- To utilize digital technology

02 Problems:

- Limited Access to Quality Education:
- Lack of Digital Infrastructure
- Language Barriers
- Personalized Learning Needs

03 Solutions :

- Khan Academy's Free Online Resources
- Tata Trust's Community Initiatives
- Tata Trust's Digital Literacy Programs
- Multilingual Resources on Khan Academy

04 Learning Outcome:

- Improved Digital Literacy
- Cost-Effective Education
- Global Impact
- Lifelong Learning



TATA TRUSTS

HEALTH AND WELLNESS :

HALE (Health Assessment and Life Enrichment) program by Infosys

OBJECTIVES

- Promote employee well-being
 - Enhance work life balance
- Increase productivity and engagement

Problems

- Physical Health
 - Mental Health
- Additional Potential Problems

Learning Outcomes

- Strategic Investment
- Creative Interventions
 - Holistic Elements



BUSINESS AND ENTREPRENEURSHIP: RAYMOND

- Founded in 1925-A textile giant with diverse ventures.
- Shift in Advertising :- Enterprise Nexus to RK Swamy/BBDO



Feels like Heaven...Feels like Raymond

Objectives:

- Evaluate the Impact of Marketing Strategies on Brand Perception
- Assess the Role of Diversification in Business Resilience

Strategies Applied:

- Repositioning Masculinity
- Emotional Connection
- Positive Brand Perception

ENVIRONMENTAL SUSTAINABILITY:

Building a successful Bamboo based Community:

- KSBC, established in 1971, is fully owned by Govt of Kerala.

- **Objective**

- To develop & promote industries based on bamboo
- Provide financial, technical, marketing or
Any other assistance and guidance etc.

- **Problems**

- Man-Wildlife conflict:
- Transportation issues
- Bamboo product Preservation
- Frequent occurrence of natural disasters:

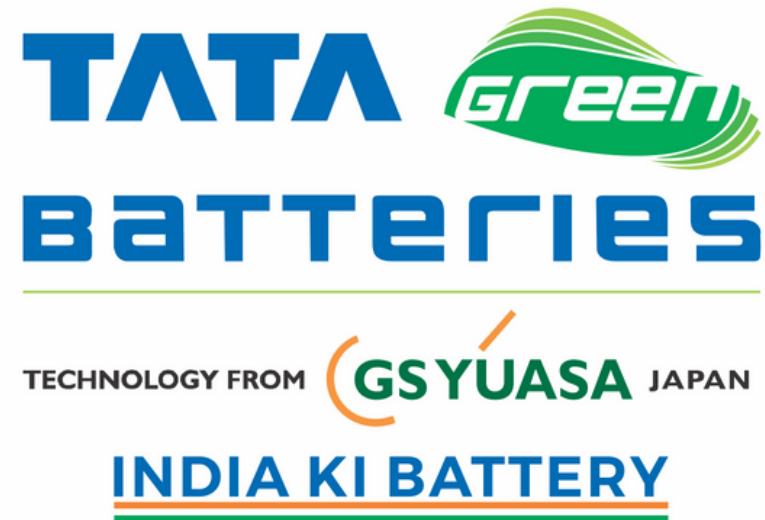


- **Solutions**

- Harvesting bamboo:
- splitting of bamboo
- knot removal
- Mat weaving
- Bamboo mat boards
- cutting/ trimming.

TECHNOLOGY :

Best Business Practices- Battery Technology In Electric Vehicle



Objectives

- **Charging Efficiency**
- **Reduced Environmental Impact**
- **Decreased Dependence on Fossil Fuels**

Challenges

- **Battery Cost**
- **Reducing Charging Time**
- **Lack Of Charging Infrastructure**

Learning Outcomes

- **Optimized Energy Efficiency**
- **Charging Infrastructure**

ART AND ACTIVITY: IKEA

Title : "Crafting Success: An In-Depth Analysis of IKEA's Best Business Practices and Creative Innovations"



❑ Introduction

- IKEA's Global Impact
- Stylish Designs, Affordable Prices
- Presence in 50+ Countries

❑ Objective

- Artistic Innovation
- Design Efficiency
- Sustainability

❑ BUSINESS PRACTICES

- Digital Transformation
- Innovation

❑ Conclusion

- Ingenuity in Design
- Cost-Effective Flat-Packing
- Commitment to Sustainability

Walmart's Retail Dominance



Objectives

01

- Maintains EDLP
- Creation of Employment

Problems

02

- Impact on Small Businesses.
- Pressure on Suppliers.
- Healthcare Costs and Social Services.

Solutions

03

- Provide support for small businesses.
- Consumer awareness.
- Make the transparency in supply chain.

Input and Output

04

- Financial data.
- Market research.
- Labour market dynamics.
- Supply chain optimization.

Learning Outcome

05

- Understanding the market dynamics.
- Navigating ethical business practices.

PSYCHOLOGY AND MENTAL HEALTH

Mindwell: Building Relience in the workplace



Introduction :

- 1.Mindwell is the approach to mental wellness
- 2.Handle and bounce back from difficult situations
- 3.Comprehensive training
- 4.Work life balance

Objective:

- 1.To build mental health
- 2.Reduce burnout
- 3.Decrease stress
- 4.Improve performance
- 5.Increase focus

Resilience in the Workplace

The most critical component of employee mental health



INNOVATION AND DESIGN: APPLE INC.

1

Objectives

- 1) Innovation and Design Excellence:
- 2) Environmental Sustainability:
- 3) Security and Privacy:
- 4) Customer Experience:

2

Challenges

- 1) Dependency on iPhone Sales:
- 2) Supply Chain Issues:
- 3) Competition:
- 4) Innovation Pressure:

3

Innovation & Design

- 1) Integration of Hardware & Software
- 2) Innovative Product Development
- 3) Commitment to Privacy
- 4) Sustainability Initiatives



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Key Learnings

- 1) Creating New Innovation
- 2) Strategic Partnerships:
- 3) Marketing & Branding

SALESFORCE- COMMUNICATION AND RELATIONSHIP:



01

Objectives

- Comprehensive Platform
- Centralizing Customer Information
- Optimizing Sales Processes
- Ensuring Mobile Accessibility

02

Challenges

- Barriers in information flow
- Dispersed of data
- Inefficiency

03

Solutions

- Unified CRM Solution
- Real-time Collaboration
- Targeted Communication

04

Key Learnings

- Customization is Key
- Continuous Adaptation to Trends

Entertainment and Media

Netflix : We don't keep it simple



- Entrepreneur: (Marc Randolph and Reed Hastings) on August 29, 1997
- Provides on-demand entertainment to a global audience through streaming services

Objectives

- To entertain the world
- To grow their subscriber base and generate revenue

Challenges

- Saturated market
- Limited resources
- Changing landscape

Solutions :

- Data-Driven Content Acquisition and Production
- Original Content Production
- Global Expansion
- Direct Relationship with Fans.

Global Issues:

MALDIVES VS LAKSHADWEEP

- **INTRODUCTION**

The recent controversy surrounding Lakshadweep and the Maldives, two island paradises caught in a whirlwind of political tensions and tourism

- **ABSTRACT**

- Overview of recent tensions
- Controversial policy changes in Lakshadweep leading to accusations

- **RECOMMENDATIONS**

- Collaborative Development
- Open Communication
- Environment Protection



- Overview of every sector
- Business is crucial for economic development.
- Sectoral giants contribute to overall growth.
- Interconnectedness of society, business, and psychology.
- Collaboration and holistic approaches drive positive change.

