

Abc analysis of mcbs's products



**ASSIGN
BUSTER**

Class A

It includes those types of products which are 5-15 % of production and having 70-80 % of value. In MCBS Digital headend, Audio-Video Receiver is " Class A" Category Product with Respect to ABC Analysis.

Class B

It includes those types of products which are 30 % of production and having 15 % of value. In MCBS Set Top Box, GSM Interactive, CCTV Security, Edusat Product is " Class B" Product Category with Respect to ABC Analysis.

Class C

It includes those type of products which are 50-60 % of production and having 5-10 % of value. In MCBS DTH Antenna, Audio-Video Cable is " Class B" Category Product with Respect to ABC Analysis.

PORTER'S FIVE FORCE MODEL FOR MCBS COMPETITIVE RIVALRY

The key driver is the number and capability of competitors in the market.

Many competitors, offering undifferentiated products and services, will reduce market attractiveness. Arraycom, Airtel, Tata, Videocon are the major competitors of MCBS in communication field. The rivalry between them has resulted in better quality, product differentiation and attractiveness in the market. To maintain proper market, share MCBS is expanding its operations making them even more technologically sound.

THREAT OF NEW ENTRANTS

There are few players in the industry because of undifferentiated products this segment is less attractive. The entry in this segment is not so difficult

and companies with good technical knowhow and requisite capital investment can enter in this segment. The entry in this segment requires few formal clearances like Manufacturing license, Plant and machineries, Environmental Clearance etc. There is a tremendous scope for new units to emerge and set up their units in the domain.

THREATS OF SUBSTITUTE

As per the Govt. regulation even cable operators need to provide service through set top box in many parts of India. This has given birth to increased demand for set top box for cable operators and D2H providers.

There are many substitute brands available for Set top box. Which are the competitors of MCBS and shares a great percentage of MCBS Market. The presence of many substitutes' brands in the market has intensively reduced the profit margin of various brands.

BARGAINING POWER OF SUPPLIERS

MCBS is the manufacturer of set top box and dependent on the suppliers for various raw materials. As most of the raw materials used in the manufacturing process are not so differentiated so the bargaining power of suppliers is less. Chip is the main component of set top box manufacturing. There are various types of chip used in the manufacturing process namely, ST Micro, M star, Sun Plus, Ali, National and Montage which are the main component so the bargaining power is more with Chip supplier.

BARGAINING POWER OF CUSTOMER

MCBS focusses on client satisfaction. Tata sky, Airtel, Videocon, Dish TV are the main clients of MCBS for D2H. Cable operators are also the client of

MCBS for example GTPL. In such cases the bargaining power lies in the hand of both MCBS and its clients.

CONCLUSION

Set top box enterprise demands a massive interest nowadays after it has turn out to be mandatory through the significant authorities. The demand for the set pinnacle box is growing after coming up of the digitalization of cable TV networks in India by using the Ministry of Information and Broadcasting. This article offers an in depth analysis of current developments of set pinnacle field as well as how we're buying components from the other international locations. Currently in India, there may be a demand deliver hole of set top containers. Companies aren't capable of fulfil the huge demand of set pinnacle containers.

As we recognize that business environment is all approximately generating and commercializing the brand new generation. In the modern state of affairs, after the digitalization of mass manufacturing, the want of the hour is the ability of the home digital industry to meet the rapidly developing call for. This can occur handiest through a favorable era enterprise surroundings. Through the ecosystem, we are able to facilitate all round development of technology which not only helps in promoting boom however additionally create employment opportunities for kids.

Government ought to inspire enabling environment by addressing the issues referring to funding, patenting, law, etc. Which constitute atmosphere. As part of larger sectorial marketing strategy or policy push we ought to decide what it would value to fabricate subsystem. It's a massive capital investment

and low margin. It's an awesome market intact yet. It wishes the policy thrust.

The hardware chips are currently being imported and to supply them can be beyond instant opportunity. However, software is our particular strength; so, we have to invest extra into programs based totally on software. We should add innovation into that element that may be a massive possibility for us.

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