

# Case study example

Finance



Issue-bus service Mr. Ghosh has to act diligently bearing in mind that India's population has grown and is growing rapidly. This growth is mainly in major cities and towns and the government's transport policy has remained the same over time (The World Bank, 2011). Mr. Ghosh being inexperienced in the sector of finance has to work towards a goal to see that Creative Travel Bus Service has come up with a good plan, implement it and see how it will serve the growing population. The company will be faced with challenges due to poor infrastructure and Mr. Ghosh has to also have in mind the kind of buses they ought to buy so that they can stand the condition of the roads. Due to having a good reputation and success Creative Bus Service management must ensure that they come up with a good strategic plan. With the board meeting's conclusion of expansion of profits they have to choose a good strategy that will ensure growth of profits. Mr. Ghosh market survey can be presented clearly through the Internal Rate of return (IRR), Net Present Value (NPV) and Modified Internal Rate of Return (MIRR). These will clearly state the outcome of the proposed projects by the Creative Travel Bus service.

The success of the company revolves around the top management ability to manage effectively projects B operating from Delhi to Patna and A operating from Delhi to Joypur. Mr. Ghosh should address congestion that hinders bus transport to the management to seek a way out in order to ensure their customers enjoy efficient services and they maintain the good reputation and name the company possesses (The World Bank, 2011). Being the most reliable transport system in India it has to make a decision so as to uphold their name and services to customers.

#### Reference

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The World Bank, (2011). India Transport sector. Retrieved on 27th November 2012 From: <http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/SOUTHASIAEXT/EXTSARREGTOPTTRANSPORT/0,,contentMDK:20703625~menuPK:868822~pagePK:340041>

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