

# International business - bella healthcare

Business



Bella Healthcare India al Affiliation: Question For a company to develop new products it needs to have market research ability to enable it to understand the tastes and preferences of the target market, qualified workforce to spearhead the work of developing new products, and, an effective organizational structure to deal with internal and external issues that might arise during product development process, and modern technologies to enable the firm to reduce the cost of production (Leon & Yong, 2012).

#### Question 2

Among the competencies above, Bella India has a strong market research ability which enhances its access to market information in the Indian and US markets, qualified workforce who understands the needs of the market thereby, enabling the company to make the necessary changes, and modern technology which has been instrumental in lowering the cost of production of the company (Leon & Yong, 2012).

#### Question 3

Project Baton failed because there was a poor coordination between the US and Indian teams. The two teams focused their attention on two different parts of the new products. However, the level of communication between them was poor. The situation was worsened by time difference, variance in styles of communication, and different working styles, an aspect that increased distrust between the teams (Leon & Yong, 2012).

The production unit caused the project to fail. For instance, the cost-cutting measures were very hard to implement. In addition, although the team that was assigned to develop the product had adequate experience in EKG production, it lacked the same knowledge in stress test systems (Leon & Yong, 2012).

Management issues made the product to fail. For instance, the abrupt departure of the top manager brought chaos, an aspect that led to delays. Furthermore, the initial goals that were set by the company were too ambitious for the team to achieve. Furthermore, lack of guidance from top-level manager made the overall project to fail (Leon & Yong, 2012).

#### Question 4

Bella India should go on and develop the product for the local market because India has manufacturing advantages when compared to other countries. Therefore, it has a well trained and highly motivated workforce that can serve the Indian market.

India has a high population that offers the company with an opportunity to expand its market share. Furthermore, the country is known globally for its health tourism (Leon & Yong, 2012). Therefore, more people are likely to come to India to seek health related services. This will increase the demand for the products.

#### References

Leon, D., & Yong, A. (2012). *Bella Healthcare India*. Boston: Harvard Business Publishing.