

# Micromax case study

Business



## **Micromax Case Study:**

Micromax is a large company in India which manufactures electronic devices and focuses on the production of smart phones and mobile phones.

Micromax is supposed to be one of the largest companies of this type in India and it continues conquering the market. In addition, the prestige of the company is so high, that it is supposed to be the eleventh largest mobile phone manufacturer in the world. The company produces not only mobile phones but smart phones which can compete with the largest corporations in this sphere costing less and containing probably the same functions. The company also produces tablets and LED televisions, so that the choice of its production is quite high and continues increasing. The history of Micromax is quite short, because the company exists no more than fifteen years.

With the intention to join the IT market and develop this sphere in India the company was founded and started to develop its own technologies. It is obvious that it took much time to learn the technology of the existing corporations involved in IT and in 2008 Micromax joined the market of telecommunications and manufactured its mobile phones. Later on in 2010 Micromax manufactured its first smart phone and now develops the technology in order to be able to compete on the global market. The company is small and its staff is less than 700 employees and it has its offices mainly in India and Hong Kong. The company develops really fast and there is a chance that very soon it will be the largest IT and telecommunication company in India. Micromax is the young Indian company

which is worth student's attention, because it is useful to learn about the developing company and the secrets of its success.

Researching the case on Micromax the student should pay attention to the history of the company, the type of its management, financing, marketing, etc. All these facts are useful for the adequate analysis of the topic and the definite case on Micromax. Investigating the case one should dwell on the cause of the mentioned problem and its consequences for the company. In the end it is possible to summarize the case professionally and solve it in the unique way. Case study writing is a challenge for the inexperienced students and if one is asked to prepare such an assignment he can try to prepare it with the assistance of the Internet.

A free Micromax case study India example is a good way out for students who require additional piece of advice on formatting and analysis. In order to cope with the paper one can read a free Micromax case study sample and see the right variant of the research and organization of the text.