

# Case study

Business



Case study of Bella Healthcare India Q Companies need sound financial capabilities in initiating new products because developing new products attract several costs. Construction costs may include fiscal study costs, promotional and expertise among others. Companies require skilled and unskilled workers to be creative and innovative in pursuing organization's goals. A company should embrace technology in handling production process.

Q. 2

Bella India has skilled personnel as evidenced in the way management tackles technical issues such as reduction in transitional time between St Louis and Bangalore (Leonard & Young 2012). Cost reduction capabilities help the company to minimize operational cost and other overheads. Bella enjoys technological capabilities by producing less sophisticated products that would sell easily for customers' consumption.

Q. 3

The first set back that fails Baton is the sudden departure of a project manager at St Louis. The human resource finds it complicated to recruit new individuals to occupy the vacant positions. Baton faces serious technical problems and sourcing issues such as pairing of Audio-to-Digital Converter (ADC) with a higher performing low noise amplifier. Asia does not manufacture a microcontroller making the company purchase it from America causing much delay and in effect raising the cost of acquisition. Conflict of interest between design and manufacturing sections contributed to Baton failure (Leonard & Young 2012).

Q. 4

Bella India should take on project TKO and develop EKG because of the fast  
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growing market despite the competition faced. The low costs of their products attract the customers. Services such as warranty would outdo the competitors. The management team has the knowledge of the market places ensuring penetration and conquering new markets. Organization's strategies such as designing a simple and affordable portable equipment (2kg) that would connect a larger community gearing its prosperity.

#### Reference

Leonard, A., D. and Young, S. (2012). Bella Healthcare India. Harvard Business School. Retrieved from <http://www.hbs.edu/faculty/Pages/item.aspx?num=42812>