

International country based business opportunity project outline only part 1



A new International Business venture- An analysis of the projects, Strengths, Weaknesses, Opportunities and Threats. Synopsis of the Study: The study is aimed to bring into focus the new business opportunities emerging in the presently sluggish otherwise potential world economy, the present global political scenario, its possible influence on the industry, the changing world economic and market scenario, the present profile of the company, strengths, opportunities, weaknesses and possible threats involved in the business project.

1. Organization Chosen for the study:

In order to conduct the study the organization I have chosen is Mr. Sunil Mittal's - Bharti Telecom. Known to be a Telecom giant in India with foreign collaborations, the Mittal group has presence in more than six nations including U. K presently.

In a recent interview given by Mr. Sunil Mittal, the chairman and CEO of Bharti Telecom, The chairman mentioned the diversification plans of Bharti Telecom. In times like these, when the academia and the industry experts are saying that stabilization is a better option than expanding now, Mittal's choice of the industry he has chosen is huge surprise pack. However, after a deep insight, I was able to understand that the choice is probably has its own strengths.

2. A brief Industry Insight:

In order to give the project a kick start in another two years, Mr. Mittal is planning a corpus fund for which the money will be collected from the Rs. 80 Billion Telecom business if his and from other sources.

The money thus will be used for investments in Global agricultural scenario and in Airport infrastructure development. These businesses will be run by <https://assignbuster.com/international-country-based-business-opportunity-project-outline-only-part-1/>

professional bodies unlike Bharti telecom. Also as he says forays into these areas in the international perspective are limited and the opportunities are unlimited. In order to support his claims Mr. Mittal has already acquired a project the Delhi Airport Maintenance Authority to provide top class infrastructure to its International Airport by year 2012.

As a part of the plan to log into the agriculture sector, he is planning to start agricultural production, which surprisingly has not been seen anybody as a potential business opportunity. Mr. Mittal expressed his interest to start his agricultural production using innovative farming methods and new supply mechanisms, which as he identified are the weak links causing the food shortage. Initially the organization will be starting its operations in Thailand, Philippines and is also considering to start the same operations in U. K and New Zealand. However, the technology to be used and the crops shall be different from place to place.

3. Thorns in the path:

Mr. Mittal's ideas are good in the sense; he wants to get into fields where there is presently less competition and plenty of scope for development.

However the concerns are

- i. The weak and unstable economic conditions prevailing in the global market.
- ii. The huge investment and the scale of operations required for businesses like Airport Infrastructure and Agriculture production.
- iii. Understanding of the local conditions prevailing, including the culture.

Weak and Unstable economy- a potential barrier:

The big concern is whether Mr. Mittal can attract potential investors in the

present economic conditions to business areas which requires huge man
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power, operations on a large scale and revenue generation for a longer sustainability.

Investments on a large scale:

Despite the fact that he has built Bharti Telecom from scratches to a 80 Billion industry can Bharti acquire the financial support to start and complete the ventures in different locations of the world.

Understanding the local practices and cultural barriers- a potential concern:

Places like Thailand and New Zealand operate and the people do have separate work practices which primarily because of difference in cultures and work approach. Unless the organization conducts detailed survey in these areas their success cannot be guaranteed.