

Portfolio Diversification(15 Points)



BMW presents.....”Dhoom 5”

Welcome to McDonald's Airlines

Ever imagined BMW could bring out a movie or McDonald's could enter Aviation Industry. That's what we need to explore in this event.

- This will be a Pool Event. Each pool has to collectively work on the problem and submit a single solution
- A Company well established in its current business will be announced on 00.01 hrs,30th August
- Each pool has to look new business avenues for these established companies in which they are not presently involved.The choice of alternative sector is entirely on the pool.
- Teams should analyse the present market of the sector that they have chosen,the present situation of the company and come out with the business strategies that the company should follow in that sector
- Teams have to and submit their analysis online in the form of ppt and/or pdf before Sep1 , 23:59 Hrs.

Judge's Score sheet

| Criteria | Description | Maximum Points / Weightage |
|-------------------------|---|----------------------------|
| Data gathered | Authenticity, Quality of Data collected for both subject Company and suggested Alternate Industry | 25 |
| Industry Chosen | Business Viability in chosen Industry | 25 |
| Analysis | Were the analyses, valuation models, rigorous and appropriate? | 30 |
| Report/Team Involvement | Report was comprehensive in arguments and conclusions Drawn. | 20 |

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