

Portfolio Diversification - Business Club@Takneek.

India's leading software service provider, FMCG and consumer durables manufacturer, Wipro, is facing a tough time due to prevailing market conditions. In the recent board of directors meet, it was declared that the company is losing money and needs to find alternate sources of money.

The CEO gave a suggestion of diversifying the company's portfolio in other sectors.

Now, the company hired your team for the BIG task. Yours being the team of consultants have to suggest Wipro about a unique area (product/service) where the company is not doing business so far. The proposal should convince the CEO (& board of directors' of course) that by investing in that area (product/service) would fetch them profits and the area would be there regular source of income.

(For example: You can propose Wipro to open up Vada Pav Chain but make sure you justify it in your proposal that this is going to be a profitable one for Wipro)

Instructions

1. The Deadline for Submission is 23:59 hrs Sept 1, 2012.
2. Your Report should not exceed 3 pages (excluding cover).
3. Use 12 point 'times new roman' font with 1.5 line spacing.
4. Give references if you have used any information (publicly available or otherwise)
5. Refer to on Takneek site for Event Details.
6. For any Query contact:

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