

Your topic: Integrated Case Study (Major Project Module)

An Analysis of Case: The Stag International

Your desired style of citation: Harvard Referencing

Your educational level: Guaranteed 2:1 Standard

Referencing Style: Harvard Referencing

Number of page: 48

Words: 12000

AN ANALYSIS OF CASE: THE STAG INTERNATIONAL

[Name of Student]

[Student ID]

Submitted in fulfilment of requirements of the Master's degree to Cardiff Metropolitan University, for the degree of Master in Business Administration (MBA)

[Name of Supervisor]

[Month/Year]

| Contents | Pages |
|---|-------------------------------------|
| Acknowledgement | |
| Executive Summary | |
| Chapter 1: Introduction | Error! Bookmark not defined. |
| Chapter 2: case brief..... | Error! Bookmark not defined. |
| Chapter 3: Problem statement and Analysis..... | 12 |
| 3.1. Statement of the problems in the case | |
| 3.2. Research Method | |
| 3.3. Relevant literature review | |
| 3.4. Proposed plan of action | |
| 3.5. Sources of data | |
| 3.6. Ethical issues | |
| Chapter 4: Analysis and Findings | Error! Bookmark not defined. |
| 4.1. An assessment of the current position | |
| 4.2. Alternative future scenarios | |
| 4.3. Resource Constraint Evaluation | |
| Chapter 5: Proposed solution to Problems..... | Error! Bookmark not defined. |

- 5.1. Integrated discussion of the analysis
- 5.2. Recommendations and proposed plan of action
- 5.3 Critical assumptions to the analysis
- 5.4. Implications for stakeholders
- 5.5 Limitations of the study, scope for further research

Chapter 6: Application to another case Error! Bookmark not defined.-53

- 6.1. Description of the comparator company's situation
- 6.2. Testing the recommendations on the comparator company

Appendices

References

Bibliography

Chapter 1 – Introduction

1.1. Introduction

Republic of India is the second most populated nation in the world, situated in the south Asian continent. With over one billion inhabitants, India is made up of 28 states and seven federal territories, and the most populous cities are New Delhi, the capital, and Mumbai (Joshi and Akbar, 2012). Apart from that it is considered the fourth country with greater purchasing power and the second country with the highest economic growth, largely due to the fact that India is the largest producer of the world's software (Peng, 2013).

According to Basu and Chandra (2015), thus causing a significant concern because India is a country that provides services for everyone, operates with several foreign companies in terms of

payment processing, accounting and maintenance of computer systems. On the other hand India has factors that help face the global crisis; one of the factors is due to India being a country that is less exposed to export fluctuations, since it has a domestic market of more than 300 million middle-class consumers. In the view of Haley, Haley and Tan (2012), here is one of the ten million people who opted for public career and that it is proud. They are proud to be in sports and proud to be a server. In my view, most of all, the public service is a beautiful career and all that offers the opportunity to serve others, being paid by the government, it seems its most sublime feature.

Of course, the first moment is one in which we consider the stability, remuneration, status, and what else is. After the first impression, however, what matters most knows that we can all be servants, if one will, and to do it dignifies and allows them to be, for the country, working children. The sport became popular in the early 1921 and that this date marked the creation of the Table Tennis Association and the International Table Tennis Federation (ITTF), in 1926. The first World was the following year in the city of London and the sport became an Olympic sport in 1988. Later, in 2000, there was a change in format of the balls, which were officially replaced by 40 mm format (before 38 mm), in order to increase resistance to the Air applies on the ball during the game, making it slower.

In the view of Verbeke (2013), the case discusses the turning point for the operations which came first when manufactured table tennis was developed by Sports International in 1975. Among the activities of trade, the sportswear shop presents itself as a promising market before a high growth potential. One reason is the large participation of the population to sports practice. The Indian Sports Industry estimates that in 2011, 80 million Indians have practiced at least one type of sports activity. According to Choi, Zahra, Yoshikawa and Han (2015), there are various

forms of sports that attract the Indians. After tennis, activities such as volleyball, soccer, football, swimming, judo, basketball and adventure sports also move a considerable contingent of fans in the country. Evidence of all this is in the numbers of the segments that operate in this market.

This context is extended with the realisation of mega-events, making it a unique opportunity for the economy in the segment. At the same time, other research (Deloitte Consulting, 2011) points out that martial arts will grow 16% in the country in the coming years. The only sport to overcome them is rugby, a percentage point higher. Not even tennis, volleyball, basketball and football ascending have the same expectation of growth as mixed martial arts (MMA, English mixed martial arts), the study found.

1.2. Mission

The mission of Stag business model is to show its table tennis brand out of the world and to evaluate the global volume of table tennis tables with above six million per annum. It is identified that the business model focuses in growing the current export business of branded in-house products. This demonstrates that they want to construct the domestic distribution business of 30 international sporting and fitness brand at INR300 crores. Another mission of Stag International is to introduce one million new players with the intention to provide sport of table tennis all over India. This was the passion of Kohli brothers which also support business opportunities that could potentially generate the business along the way. The Stag International also want to construct domestic distribution business of almost thirty worldwide fitness and sporting brands at INR300 crores.

1.3. Rationale

The rationale of this research is to recognise the direct and indirect sporting products in particular table tennis products in Stag International. Additionally, the researcher is focused to understand the aspects that are influencing the sports products in the Stag business model and how the managers are fully ensuring the overall profitability and sustainability of table tennis brand in the long run.

1.4. Study aim

This study aims to understand the organisational dynamics a growing family owned business with a view to discussing strategic management of players. Specifically, this study intends to point out possible sources of conflict between dealers and distributors of sports fitness and goods products in the business model which also describe the practices of retail outlets across India to exercise leadership and expectations of the heirs of the fourth generation of this venture. In order to get analytical depth, the opted for a case study is done.

1.5. Significance of Study

The study is significant in differentiated aspects as it helps in determining the components and strategic management elements of family owned organisations. At the same time, research investigation further examines the conflicts that can arise between dealers as well as distributors of sports and fitness related process along with elaboration of retail practices and leadership aspects.

1.6. Structure of Case Study

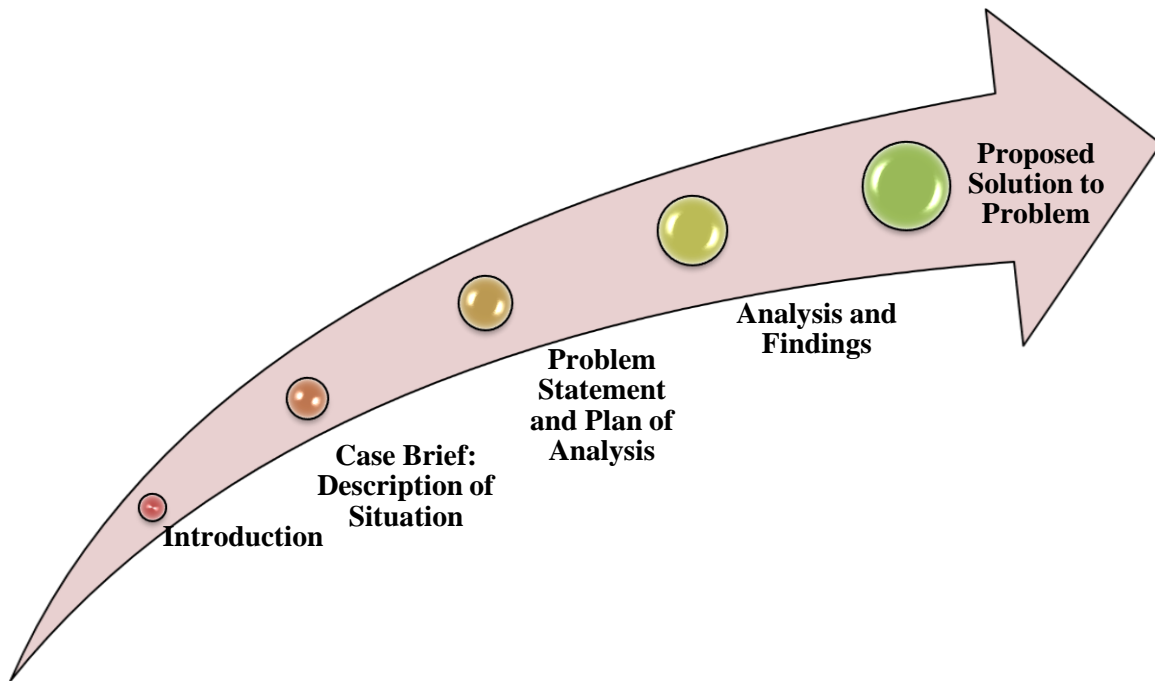


Figure 1: Structure of Case Investigation

Chapter 2 – Case Brief

2.1 Background of Stag International

There are number of challenges faced by chairman of Stag International. It is identified that the case discusses number one table tennis brand in India which is also called as one of the top five companies internationally. This demonstrates that Stag could go beyond its market share in order to diversify into domestic distribution. According to the case, the chairman also required to set the business set up in order to step forward and drive in the family owned business for the fourth generation.

This means the dilemmas the chairman faced were to explain about the strategic extent and choices which also showed resourcing for the business. The business is resourcing its existence of 90 years where it also leads manufacturer and exporter of sports goods in India. The study is justified by the difficulties encountered by stag members, especially, separate business interests family (Grzybovski et.al, 2002), which may jeopardise the stag business model future and the relationships between individuals. This also gives understanding on the topic of strategic management in family owned business; the study comes to discuss the importance of a management proposal with focus on the efficient use of resources, people and in view of its longevity. The theoretical assumption is that it is essential to consider values, culture and family beliefs and practices in the strategic management of people in this extract companies. So they strengthen self-confidence, the group of people back to the organisational objectives and goals and the sense of responsibility is for what is family property.

It can be said that the stag international try to promote greater monitoring by shareholders that has been precisely considered as one of the main objectives of attempts during this decade, mainly in India, to reform their corporate governance systems. The sports such as soccer, volleyball, basketball, adventure sports, etc. directly influence the clientele. The target audience is very broad, composed of young people, and mostly belonging to middle and upper class. The sporting goods can be a good way to spend money and get a good return.

For this, Stag international plan well, investing in product diversity in order to renew the stock and eventually make promotions. After all, the Indian loves a promotion and is always attracted to discounts on labels, even if they are minimal. The case also mentioned sporting goods which are basic, but there is still more specific, and is the differential for a sporting goods store that is considered to be good and well sought after. This case study makes all the difference because they are expensive and good solution, but few people invest in case study the sale fewer in number compared to t-shirts of football teams of series A, for example, continuing the work carried out in 2011, Stag International Investments, together with the Corporate area Sustainability Stag International Group, and will hire the specialised consulting work in methodology risk perception and identification opportunities to develop the works of: diagnostic responsible investment practices of Stag International Investments and a comparison with the market; ii) training and capacity building on relevant issues into the investment analysis; and iii) the adequacy Resolution. The target set for 2011, it considered the training of issues to analysts and a review of the Responsible Investment Policy is expected in this project and will be completed in mid-2016 upon implementation of the Social and Environmental Risk Policy Stag International Investments.

According to Keller, Parameswaran and Jacob (2011), the initial investment to set up a sporting goods store, with the legal part, firm opening, beginning of invoices, is around R \$60,000. It may be more or less varies according to the size. The Stag International demonstrates that the products are purchased from distributors rather than lending system and return if not sold, so the more products the business model wants to have in stock the greater the value of the initial investment of the model. Another item that can expand the need for capital which may also build a sporting goods store's sales policy is the longer the term granted to customers for payment, the greater the need for working capital to replace those sold and not yet paid.

It is identified that players use three types of Grip; the classic is allocated in a way where the indicator remains on one of the rubbers. The pen where the player uses a racket the same way you hold a pen and finally Classineta, the player holds the racket similarly to the pen, but have more freedom to handle if they prefer. The accessories that Indian players required for the practice of table tennis are Mesa, rectangular shape inasmuch 2.74 long, 1.52 wide and 0.76 time, network installed at the height of 15.25 and 15.25cm length outward from each side, ball made of celluloid or synthetic plastic material, with a diameter of 40mm, whose weight is 2.74g (orange or white), racket, with flat, sturdy blade, made of material that is 85% natural wood, one side covered with rubber. The graph or financial performance analysis below significantly depicts the strong financial position of the Stag International from 2012-2014. It can be said that the case investigation has determined that fact that company has been performing steadily in reference of net profit generation but with the increasing levels of gross sales.

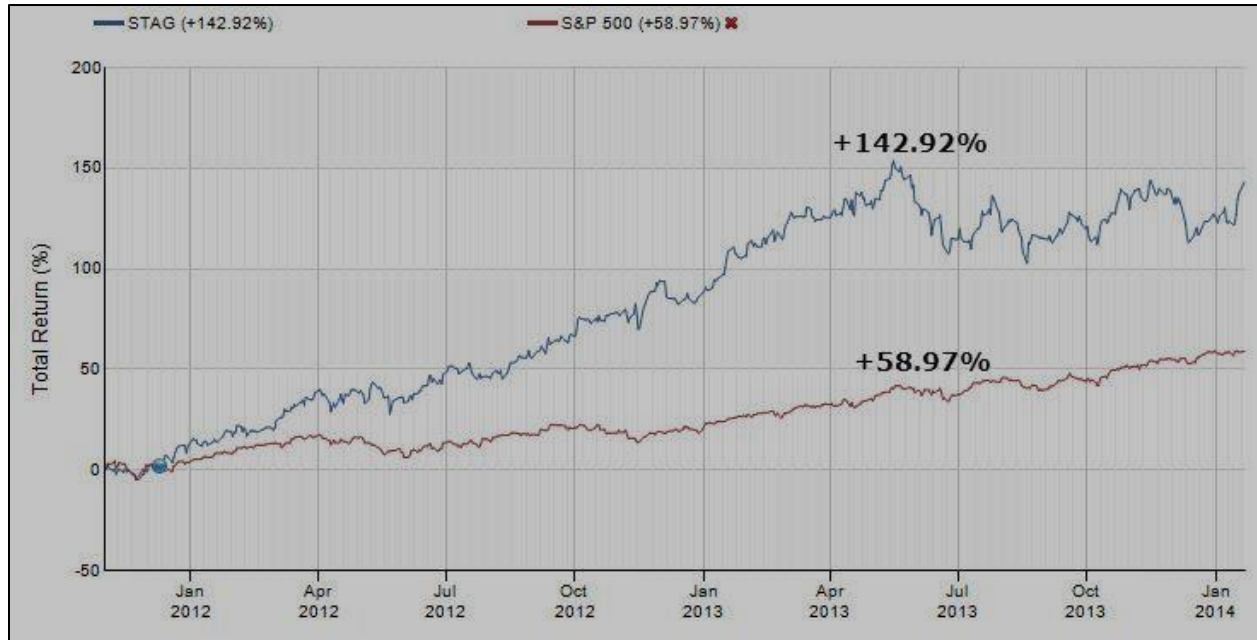


Figure 2: Financial Performance of Stag International

2.2 Assumption and scope of the study

According to Keller, Parameswaran and Jacob (2011), the Table Tennis is one of the most popular sports in the world, is considered by many players. It is also called Ping Pong, the sport got its start in England (XIX century) and was initially called ping pong, but a few years later became a trade mark and it was agreed to call Table Tennis. It is still considered a sport with the fastest ball in the world, whose racket can produce a driving force to great effect (Jayaram, Dixit and Motwani, 2014).

2.3 Case study questions

Following are the questions that are examined in the case study;

- *What Stag should do to increase its sales in upcoming years?*
- *If the company stick to the knitting and focus on expanding its core business of selling branded sports good?*
- *What is the diversification into synergistic product lines?*

Chapter 3: Problem statement and Analysis

3.1 Problems Statement

The company is concerned about the following problem statements such as;

- *First issue is to examine what Stag should do in order to increase its sales.*
- *Second issue is to identify that Stag International should stick to the knitting and focus on developing the core business of selling branded sports good.*
- *Third issue is to check the diversification into synergistic products lines and how the Stag international ride the retail opportunity in India.*
- *Fourth issue is to demonstrate the factory and manufactured related issues managed by Vivek.*
- *Another issue is to identify the presence of its brand and long history of operation in order examines the access to external funding.*



Figure 3: Conceptual Framework of Problems in Stag International

3.2 Research Questions

The main research questions that have been significantly responded in particular investigation are defined below;

- *What are the ways to diversification into synergistic products lines and how the Stag international ride the retail opportunity in India?*
- *How the demonstrated factory and manufactured related issues can be managed by Vivek?*
- *How Stag International can determine presence of its brand and long history of operation in order examine the access to external funding?*
- *What are the ways in which Stag International should stick to the knitting and focus on developing the core business of selling branded sports good?*
- *Stag should do in order to increase its sales?*

3.3 Research Method

The nature of the current research study is explanatory. Aim of this method to understand strategic problems of a rising family owned Indian company and to give the field with different views on the position of family business study. Though, some views, such as looking behind and ahead, relate a valuation of earlier accomplishments and an assessment of where these successes might be supporting, or particularly within, to recognise the strategic problems of a rising family owned Indian company. The qualitative research method was employed from published reports and articles on the company. The importance of this research method is its capability to give complex textual details of how individuals experience a defined research topic. It gives knowledge regarding the “human” side of a topic– that is, the common contradictory approaches, views, emotions and relationships of people. This method also productive in recognising intangible aspects, whose role in this study cannot be readily clear. This research method can support to interpret and better identify the complex fact of a mentioned condition about strategic issues of a developing family owned Indian company and identify that Stag International should stick to the knitting and focus on developing the core business of selling branded sports good.

It is identified that Stag International has established an internal task force to observe the complete business cycle to understand opportunities to develop compliance with the Code of Conduct. The company also points out that continue to support the Protocol by reducing emissions that contribute to climate change. According to Basu and Chandra (2015), the business will make an informal culture supported on the policies of wide sovereignty and responsibility where staffs can cooperate the plans and train at any time of the day. Gym games and classes are constant and the academies will never be empty. The focus is to make the spirit of a contract established through sportsmen for sportsmen. The judgment is apparent: as lovers of sports,

athletes, staffs will be capable to identify the demands and wishes of the customers. An example of how this attention grasped is an innovative model baptised Table Tennis tables.

If there is any issue then the complaint will be made by the newspaper, which highlights some very controversial decisions of the company in relation to its employees. According to the case study, the company decided to not only change the focus of its operations but also decided to adopt a more radical position with its employees (Pierce et.al, 2015). This climate monitoring is not just for co-workers and the tension is widespread. As the Stag International points is that all employees will be monitored even during lunch hours from time cards and those that take longer than allowed have their names announced for the entire company. But the situation does not improve even when someone decides to leave the company, since it follows monitoring the activity of its employees also in social networks.

With advertising, the company may want to achieve higher product sales and provide global advocacy. With the publicity what they get is a good brand image, which will be a vital reference for consumers before buying the product. It can be said that Today, the company will continue to introduce technological advances, new aesthetic designs, even gets to offer the option to customise the product to consumer tastes which is called single micromarketing. The company started dealing in specialised sports shoes for Indian players, in which conventional shoes the company had limited potential for technical improvements introduced its footwear which happened to be the most suitable for practice of sport (Pierce et.al, 2015).

This is what would be a basic segmentation. Over 2011, Stag International was introducing new models, ranging adding new technical and design advancements. Rakesh has created different ranges of products adapted to the different needs of players. This corresponds to the targeting niches like the company saw earlier. According to Basu and Chandra (2015), the company will

carry out major advertising campaigns, with renowned athletes and try to capture the maximum of clients from other companies, such as its direct competitor. This is carried out by attracting athletes who are linked to competitor to achieve uptake of a public supporter of the cricket in question.

As for the publicity, the drawback found that Stag International product may also be subject to a negative publicity. The newspaper in question could write a story on Stag International to criticise the product. Another disadvantage is that the product is not just of interest to readers of the newspaper and the journalist did not choose to give this free publicity. But undoubtedly the publicity, they usually report more advantages than disadvantages (Pierce et.al, 2015).

Advertising shoes gives the brand product dissemination. Also, Stag International through its promotional events in their shoes, and can be a marathon, gives consumers certainty, security and credibility when purchasing the product. It provides an opportunity for consumers to try the product in their careers, which will then be news in mass media as to be a newscast or newspaper. This gives the brand also an exclusivity of your product, and makes your brand is present continuously in the minds of consumers, through their advertising, publications on the subject of news media, promotional events and others (Basu and Chandra, 2015). In many of the cricket tournament, there are Indian faces international sports participating in the cricket, another reason for the credibility of consumers, if see that great sports stars use this product and participate in promotional events, this will clear more questions still on the credibility of the product. For this reason, and many other example of publicity that have analysed it brings great credibility to their consumers, and given the success that has this sports brand internationally. Sports fans want to look as much as possible to the great world figures and using these people to promote its product, consumers will buy more security the same (Kaser and Oelkers, 2015).

With advertising, the company may want to achieve higher product sales and provide global advocacy. With the publicity what they get is a good brand image, which will be a vital reference for consumers before buying the product. It can be said that Today, the company will continue to introduce technological advances, new aesthetic designs, even gets to offer the option to customise the product to consumer tastes which is called single micromarketing. The company started dealing in specialised sports shoes for Indian players, in which conventional shoes the company had limited potential for technical improvements introduced its footwear which happened to be the most suitable for practice of sport (Pierce et.al, 2015).

This is what would be a basic segmentation. Over 2011, Stag International was introducing new models, ranging adding new technical and design advancements. Rakesh has created different ranges of products adapted to the different needs of players. This corresponds to the targeting niches like the company saw earlier. According to Basu and Chandra (2015), the company will carry out major advertising campaigns, with renowned athletes and try to capture the maximum of clients from other companies, such as its direct competitor. This is carried out by attracting athletes who are linked to competitor to achieve uptake of a public supporter of the cricket in question.

The company is the place to explore their potential, overcome its limits and increase the boundaries of what they can be. They are observing for individuals who can grow, consider, dream and establish. They succeed in a tradition that supports diversity and rewards imagination. We look for winners, leaders and visionaries. Stag International is like a challenging game and constantly evolving (Kaser and Oelkers, 2015).

According to Basu and Chandra (2015), the company will assist in the maintenance shop, store goods, and assist customers on questions and concerns, directing the sales team when required. It

will also focus in performing basic tasks unrelated sales as determined, including without limitation where new goods processing, pricing and labelling products, physical storage and assembly of visual displays will be identified.

The sporting goods manufacturers will follow different strategies in relation to the selections they chose to sponsor and provide uniforms. Stag International is that in the world, wears more national teams, but wins in quality, according to the case study. And among the richest nations in the world, an indicator measured by the Gross Domestic Product (GDP) of each, Stag International with the richest people also represents most interesting markets. In the specific course, it is identified that qualitative analytical method will be highly supportive in order to develop appropriate research observations.

3.4 Research Philosophy

The examination theories of knowledge reflect a framework for authorities close by the assistant for ways to deal with lead research in differing associations. There are two exceptional methods of insight named as positivism and interpretivism yet the picked theory is interpretivism. The interpretivist methodology incorporates specialists to decode particular segments of study. This methodology can enable the analyst of the study under thought to focus on the suggestions while actualising different schedules to give various parts of issue (Flick, 2011).

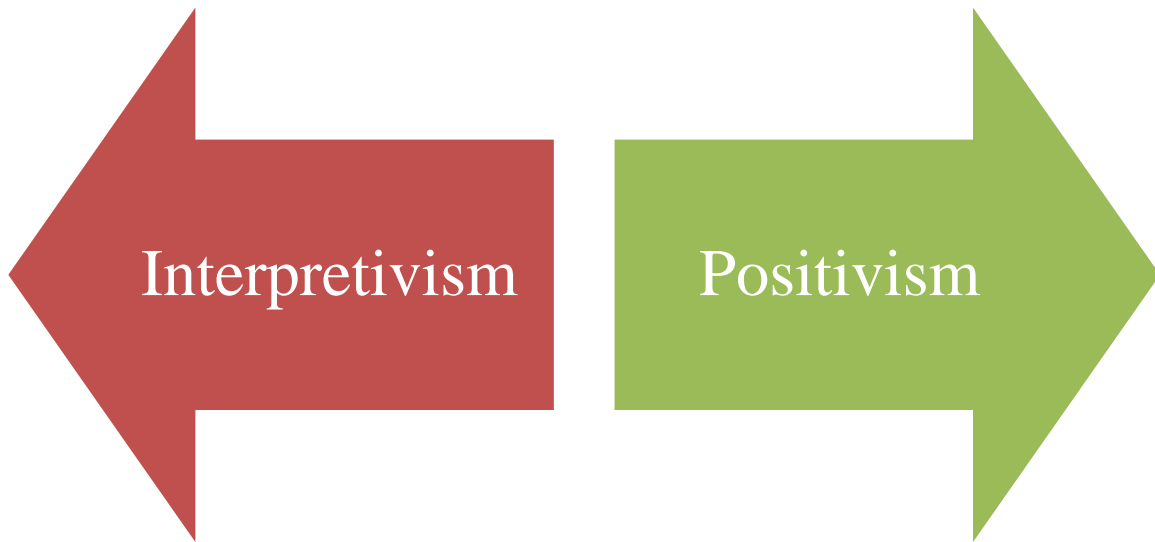


Figure 4: Research Philosophy

3.5 Research Approach

Two important types of research approaches are there that can be applied for supporting study and they are named as deductive methodology and inductive methodology. The picked approach for the considered study is inductive methodology. The deductive methodology is generally rung base methodology, which works using research questions for narrowing the degree of study. It joins the headway of new theories using the past available data. Also, this methodology is most ordinarily used for subjective studies and hence, this methodology is found suitable for the considered study (Daniel & Sam, 2011).

Another type of the methodology is top down focusing on studies moving from common issues of perception about further perceptions. This approach supports the researcher to link hypothesis regarding research or theme after purpose fittingly with the support of making logical

assumption. For defining speculation for research, views are gathered for narrowing the research situation. The speculation is focused in this methodology using considerable knowledge and it is not intention for this research under perception. It implies that the research approach is qualitative and deductive methodology performs properly with the quantitative approach.

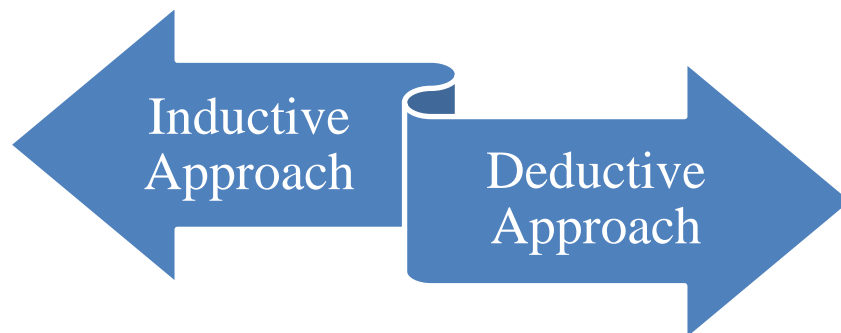


Figure 5: Research Approach

3.6 Research Design

Among assorted research designs available to lead focuses on, the exploratory research design is separated facilitated logical examination. The clarification for selecting this research design is the reliance of study on helper data sources. The delayed consequences of exploratory research arrangement can highlight certain reactions to the request beginning with 'why', 'how', and 'when'. At the end, the usage of this research design for the considered study can engage the researcher to choose the issues within the organised contextual analysis through its examination (Kumar, 2010).

3.7 Sources of data

Secondary data collected on this research topic was gathered through annual reports of the company and the case study. The data was unique and first hand.

3.8 Ethical issues

It is essential from a research prospect that the credibility of examination will concentrate on the level at which the results will support the credibility. From the time when, qualitative research agreements with the views of individuals' sureness and there will be no performance answer to the question. Qualitative analyst introduces the respectability entirely by the triangulation to reveal assessing so as to unwavering quality outcomes from different sources.

The reach to which investigate outcomes will be mimicked is observed as consistency. The greater part of the qualitative researchers examines the considerations of impersonation as it requires think taking care of as far as activities. The steadiness ascends to the probability that research consequences are stable with the collected data.

It is very basic for a credible study that the security is well-kept for the gathered data if there is a condition to ensure the data security of participants. Notwithstanding, other information might bolster the analyst to compose individual as far as gender orientation, occupation, age and understanding. It is understandable that major share of the general population are unwilling to give their own information to others on the grounds that it can be utilized for some different exercises like limited time crusade and others. Furthermore, the privacy of data is connected to the insurance of accumulated data. Also, the analyst is required to have an impression about regarding the decision of accumulated information.

Additionally, some other points are there which are influential in the ethical consideration are mentioned here;

- *The important issue of the researcher is the data safety of research respondents.*
- *The study must get the informed consent form the each respondent*

- *The researcher must understand how to manage the opposing satiation throughout conducting study.*

Chapter 4: Analysis and Discussion

4.1 Porter's Five Forces Analysis of Stag International

Stag International, sporting Goods Company, will reveal the list of its suppliers in India in an attempt to improve its image in the corporate responsibility area. It is identified that Rakesh decision aims to counter persistent criticism faced by Stag International, that the company exploits workers in the developing world. The information will release by Stag International include data on the diversity of its employees, care for the environment and investment in local communities for the fiscal year. With the intention to resolve the legal dispute, Stag International will end up paying \$1.5 million to a group of monitoring of industrial working conditions, called Fair Labour Association (Kaser and Oelkers, 2015).

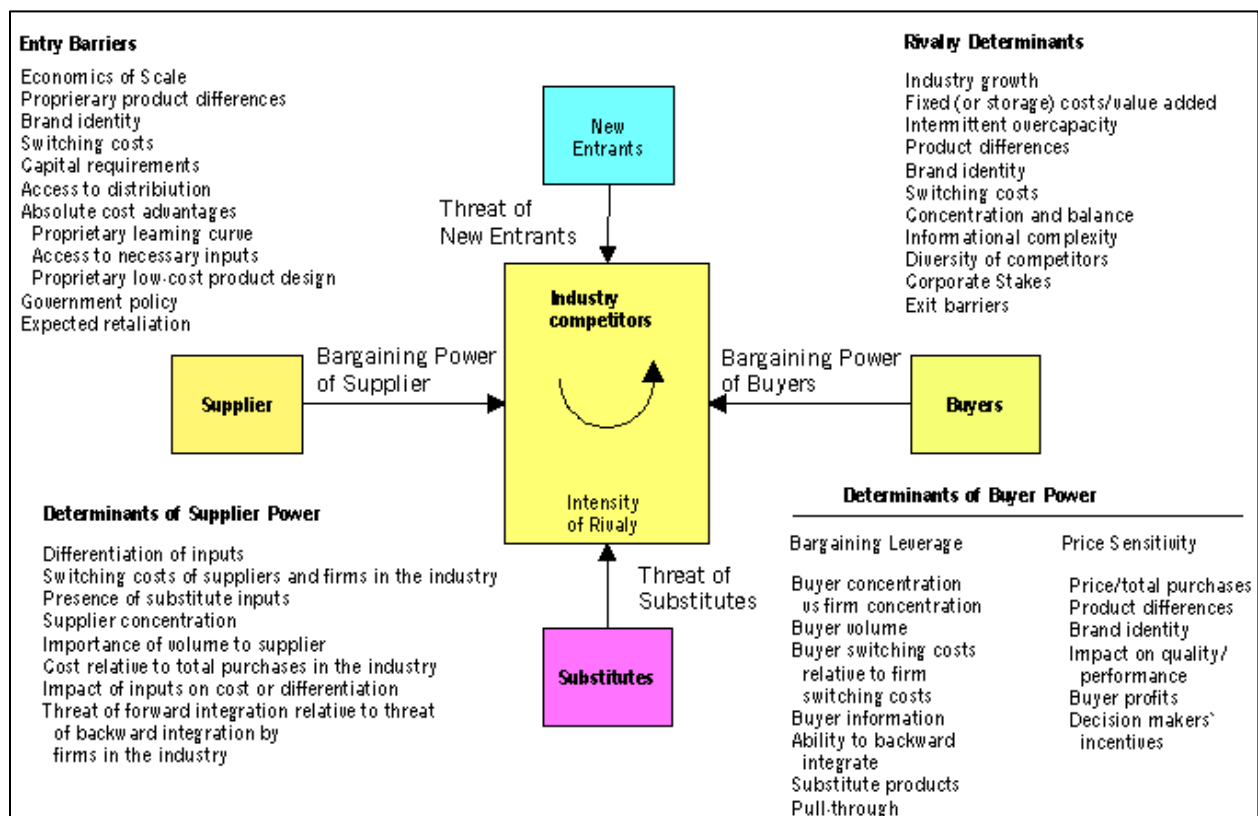


Figure 6: Porter Analysis of Stag International

A general modification in any of the powers in the in business data requires a specialty unit to re-survey the given commercial centre. The general business allure does not show that every company will provide back the same performance. As an industry productivity is low but then individual organisations, by applying select plans of action, have been known not an arrival in the business normal. Porter's five powers incorporate danger of substitute items, the risk of built up opponents, and the danger of new participants; and two strengths which are the haggling force of suppliers and the bartering force of clients. For this task, Stag International is been the subject organisation as our gathering will investigation this organisation and examine about the effect of Porter's Five Competitive Forces model on Stag International organisation.

4.1.1 Industry Competition

The inner argument is high for the first constrain of Stag International. The importance of interior disagreement is the actions the level of opposition between current companies. The higher the competition level the more complicated it is for current companies to make high advanatges. Opposition are recommended to be higher if there are an action of comparable expected companies as different to a couple of overwhelming companies are all struggling with one another for customers, moreover the corporate sector is constricting so companies are struggling for their offer of the falling apart contracts. In regards of the above element, opposition is concentrated on towards getting further piece of the business. With these lines, Stag International provided products at plentiful value levels with a particular end aim to contend and get all areas of the corporate sector in regard of the fact that on the off option that they ignore to perform as such, their piece of the pie will be properly considered manage by their competitors.

For this condition, few companies are there which are important in the majority of the areas like Stag International. Some companies will focus different types of sub-markets through

underlining on providing considerable type of shoes. Opposition among the big companies, for instance, Stag International is vital; this is on account of they can't oppose on value, they must change their approach into separating their products by constant development.

To keep ahead in the focused market and have area in all aspects, different mergers and acquisitions are happening and the corporate sector is going regarding consolidating. So, maintaining a solitary brand image for companies like Stag International turns out to be an extreme errand and because of this aspect, Stag International faced destruction in the offers of its products and losing the majority of its piece of the overall business to its opponents. Other than that, the above variables push company to lower its item's cost as the company struggles to maintain its deals and steadfast customers. Different contenders like Adidas and Puma are making option brands to take away Stag International's products of the overall business. They contend with Stag International in numerous parts, for example, the item design, quality, innovation, promoting and even targeted cost. To end up clients' first brand decision, Stag International participated intensely on Research and Development to give further improved items and managements to its consumers.

4.1.2 Bargaining Power

The second aspect that is going to observe will be the bartering power of the buyer which is normally high for the company. The importance of the bartering power of buyer will be the ability of consumers to put the business under stress, which impacts the client's affectability to value modifications. Buyer force will improve if the buyers can modify to particular suppliers with no issues and establishing the business provide a higher quality management at a decent cost remembering the end aim to maintain the consumers.

Improving edges suggested that buyer power has been growing the end customer of the company and they have boundless power. Since the buying power of buyer is reasonably high in footwear sector, this company is struggling for the consistency of the end customer by constant developments and brand management like Stag International. If the customers are miserable, they can simply transform the brand to another. As the cost for a Stag International product is reasonably high compared with particular brands and the customers are exceptionally value delicate, it forced Stag International to bring down the cost of their currently discharged products to increase the corporate and making new products that are higher in quality (Grant 2010) than other company can give. Additionally, Stag International sorted out a particular action of development, for instance, year-end stock freedom with a particular end aim to hold and pull in customers.

4.1.3 Risk of New Entrance

Next, the third compel would be the risk of new entrance in the same business which believed low or direct for Stag International. The meaning of this power will be clarified as the likelihood of any new organisation that may enter the business sector and influences the opposition inside. Hypothetically tight clamp, any business sector ought to have the capacity to enter and leave a business sector and benefit ought to be ostensible, yet as a general rule, organisation hold the trademark that secure the high benefit levels of organisation in the business sector and confine contenders from entering which otherwise called obstructions to passage. The likelihood of entering a business sector would be lower if the current brands have an abnormal state of client unwaveringness and the current organisation may respond forcefully to any new contestant, for example, having a value war. Other than that, the current organisation could have a decent control of the supplies.

In the context of Stag International, since footwear business is very new and supposed unrevealed, every important business is expecting go into this sector. Now, this industry is less complicated and customers will get fulfilled through essential level items. So, less capital is anticipated to make important level products. Since there is no significant brand tailing, it is not capital concentrated for another participant to go into a local business sector. Despite the fact that organisations can have a minimal effort underway, the advertising and different costs became higher and they are contending with littler organisations here not at all like in created nations. Subsequently, general risk of another participant is viewed as moderate or low.

As specified, Stag International is an all-inclusive considered brand and has a vast population of productive clients. In spite of the reality that Stag International concentrates on making games items, the business makes in the competitor with non-competitor also due to striking item designs. A reason why Stag International was so effective in advancing its items is on account of Stag International utilised games famous people as their representative in this way decreasing the quantities of new organisation that may debilitate them. As the effect is moderately low, it doesn't convey much effect to Stag International's organisation. Subsequently, Stag International just centred on contracting games VIPs to help up client's certainty towards their products and ensuring so as to attempt to assemble a superior product image and reputations that all products created are in high calibre. Stag International purchased in better creation offices than lessen the likelihood of delivering flawed items.

4.1.4 Risk of Substitute

The fourth Porter's force that collection broke down is the hazard of substitute. For Stag International, the substitute risk is low. This power observes the simplicity with which buyers can modify to another supplier/organisation that give the comparable product. The simplicity of

changes depends on upon what expenses would be comprised and how comparable customers observe the particular alternatives for be. Substitute products are provided in an optional business yet ready to fulfil the similar demands. There are different dependable options to a business' product, they will confine the value that can be charged and henceforth reduce their advantages.

Since the substitute risk is not high for Stag International, hypothetically tight clamp there are some substitutes for athletic products. However, since the majority of the companies comprising Stag International have their abilities firstly in the games sector, various types of dress could similarly be observed as an option as far as making image and style. Moreover, in the similar product classification, particular types of shoes are substitutes, for instance, shoes, heels, boots, flip-flops, and so on. Regardless the fact those tennis shoes are still the most recognised type of footwear in the world. Important risk is originating from the quantity of particular types of shoes. In this regard, Lifestyle athletic shoes deals are establishing at the speediest yearly rate and Puma is irrefutably the pioneer of this level with about 50% of its overall development in sales.

4.1.5 Bargaining Power of Suppliers

The supplier' bargaining power will be observed as a low aspect to Stag International. For supplier's power, it is recognised not how solid the position of a dealer is and how much the supplier has addition command over expanding the supplies cost. Suppliers are all the more powerful when suppliers are considered and well compose, some substitutes accessible to supplies, exchanging cost, beginning with one supplier then onto the next, is high. At this position when suppliers overpower supplies and its costs that part is identified not less alluring, yet with regard to Stag International, the athletic shoes are provided using three important crude materials-cotton, elastic and froth. The elastic goes through a straightforward synthetic procedure

that increases its steadiness. The suppliers don't have the power to manage on the cost of their item, since there are suppliers' abundant, so bringing about the supplier power to be low.

4.2 SWOT Analysis of Stag International

4.2.1 Strength

Stag International represents to be highly competitive organisation and with the passage of time representing prominent position in specific business industry. Organisation tends to invest heavily on its research and development in order to attain competitive position in the market and introduce innovative product range. The company is engaged in producing high quality products at relatively lower possible prices. Stag International is looking forward to enhance business and become a global recognition sports and fitness products brand. The management of organisation represents to have strong sense of marketing as well as promotion and continuously engage in developing highly interactive marketing plans. The organisation represents to have standing of high quality as well as innovative products providers through which achieved increased sales in shoes and apparel from 2012-2014.

4.2.2 Weakness

The organisation lacks in offering diversified range of sports as well as fitness products. However, the business income is highly dependent on its market share in the specific business industry. The aspect tends to offer advantage to other competitive organisation operating either locally or internationally. The international retail business sector represents to be highly sensitive to price, for the specific purpose the organisation has to enhance its international and local retail presence. At the same time there are number of environmental concerned issues that are necessary for organisation to take in consideration. Due to enhanced competition in market organisation have to develop wide range of products including sports gear, footwear and

sunglasses. The increase in product length and depth can help company to generate higher profit and increased sales.

4.2.3 Opportunities

The organisation tends to have significant opportunities to enhance business in international market through which can generate global recognition. At the same time, it is observed that organisation is operating in sports and fitness goods industry and can effectively market their products by means of sports personalities.

4.2.4 Threats

The market or industry in which organisation is functioning is highly competitive as there are number of international and local organisations that are preferably looking forward to offer wider range of products at lower prices. Therefore, it is essential for organisation to develop highly competitive strategies to attain higher market share. Other corporate governance and environmental issues are necessary threats that are necessary to be resolved.

Stag International has developed the business Opportunities so that companies can consult and check the various possibilities of partnerships that Stag International has such as excellent Infrastructure diversidade Halls for all events - total of 10 halls, 24 Sports, 5000 Athletes, 12 Tennis courts, Pista Synthetic athletics, Pools (8 outdoor and 2 thermal), 1 Water slide, 9 Gyms, Fitness clubs, Gym Outdoor, Quadra Football and Library. The focus is the first step to the Indian team, which is state three-time champion and holds the hegemony of sport several times. According to Moore and Levermore (2012), Stag international had the opportunity to make a table tennis clinic with the Indian champion, Kohli. "A lot of people in India have played table tennis, or started with ping pong. In today's competitive market, the Indians want to play in

building work at International level and to show more talent that ends up maintain their scores. But it is another reality; India has up roundtable programs on the sport.

4.3 Alternative future scenarios

The person Rakesh was more aware of the sports goods market in India and was fragmented highly. This shows that Stag International was highly interested to maintain its market share by offering sporting goods and products via dealers and suppliers. Stag International aims to reach above the estimated sports goods market in India. The growth rate for Stag was between 10 and 35 percent per annum but as there was the opening of organised retail, the Stag International decided to increase the disposable incomes and change lifestyles of the ever growing middle class Indian people. According to the case study, this demonstrates that Rakesh observed that there were various international brands such as Reebok, Adidas and Nike by means of which he wanted establish roots and enter the Indian market.

According to Basu and Chandra (2015), the tournament began in India every week has twenty of the best tennis players of today and others who have packed the racket a few years ago, but that left their mark in the world of tennis. Rakesh would change the way players negotiate their works that will be willing to commit one insanity in order to ensure the acquisition of the player. According advanced news, as well as an offer of 95 million euros to the Indian club and prepares an astronomical salary to convince the player to move to India.

On the other hand, it can be done when the salary pointed exceeds to 300 000 euros per week, what month should be around EUR 1.3 million. A value surpassed only by some of the most valuable stars in world football, such as Cristiano Ronaldo, Lionel Messi and Wayne Rooney.

4.4 Resource Constraint Evaluation

It can be said that sports marketing can give companies much more than exposure and brand visibility. Thus, Rakesh can offer several possibilities of solutions and services as: the brand association with synergistic sponsorship to the client's objectives; integration and combination of these sponsorships to the campaigns of the company; development of relationship actions using the sporting activity as a motto; support in the trading of shares; generation of alternative revenue lines ; change or image enhancement; transmission of corporate values; internal marketing through sports sponsorship and integration with the community.

Hence, it can be said that Rakesh should focus on expertise of professionals in the Stag International, with the support of our market intelligence structure which is one of the relevant difference in the development, exploration and management solutions. Through the alignment of strategic objectives of Stag International with the demands of athletes, teams, federations, confederations, Rakesh would evaluate the best sponsorship opportunities for the customer. According to Moore and Levermore (2012), business opportunities in relations with its stakeholders (customers, consumers, suppliers) and enhances the interaction between brand and consumer, facilitating their retention and loyalty. Thus, Stag international may offer customised solutions (eg creation of hospitality centres) to promote networking business, making the brand has a positive impact on the target audience.

In the case study, he defines the common methods applied to fill meaning in very particular approach for instance, is influencing the deep emotional relation that individuals have with sports and fitness. With the other business, he sees how products are intertwining with people's lives, and this is our opportunity for emotional leverage.

Chapter 5: Proposed Solution to Problem

5.1 Integrated Discussion of Analysis

According to the case study, the attention of the company's executives were not facing any problem but has the main aim to develop the core business to the next level. When the dust raised by this question settled, there was a clear perception that environmental awareness was not permeating the business effectively. There are several indications that this scenario has changed. Today, all sports goods and products have the environmental impact calculated from the first idea of the designers. There is already concern about the fate of sports goods at the end of its useful life.

This diversification of business will also follow government guidelines with regard to improving the delivery of integrated services in order to ensure the maintenance and projection of the country abroad, thus responding to demand and national and international expectations of the Indian players. The most important thing to be said about marketing adventure is that product safety is essential. The quality must be proven, since often the equipment failure can compromise even the life of the sportsman. The company should get the price survey made regarding the best products in the market especially in sports that involve high.

5.2 Recommendations and proposed plan of action

Following are the recommendations that will allow company to enhance their sporting goods product lines in order to make their customers satisfied;

- *Companies should observe the rights of workers and require disclosure of production sites within and outside the country, as a contractual condition sponsorship, licensing and marketing*

- *Organisations should put into practice simply by claiming to be innovative in the company's values statement.*
- *Companies need to take advantage of the features of each platform and contexts of use to always offer the best experience, but always in an integrated manner.*
- *If the client starts navigation, or buying process on the desktop or the mobile site, company should continue the application.*
- *The policy should also be recommended for the country's citizens not travel to other countries (countries with the presence of the Islamic State), as well as other nations in the region.*
- *The relationship between physical exercise and health should be managed between people who want in the future to improve their fitness and training level which will also reduce the risk of chronic diseases and disabilities or prevent weight gain.*
- *The companies should protect and develop the moral and ethical bases of sport, as well as the dignity and human safety of those Indian players in sports activities, protecting the sport and sportsmen from all exploitation for political, commercial and financial purposes, and abusive and degrading practices, including drug abuse.*
- *The company should ensure that they express such a wish and have the necessary skills, ability to improve Indian player's level of income and realise its potential personal development and / or to achieve levels of excellence publicly recognised.*
- *They should be ensured by all young people the opportunity to benefit from sporting goods to develop their sporting skills base.*

5.3 Critical assumptions to the analysis

With advanced technology also in the world of electronics, Stag International will compose a great balcony to launch the PLUS, an online community of runners. To participate, the players need to buy a shoe with a small transmitter. This device will be installed in the shoe for the runner collect data such as pace, distance, calorie expenditure and time with the aid of a Stag + SportWatch GPS, iPod or iPhone. The information will be transferred to the Stag International site, where users can exchange messages, participate in virtual competitions, receive racing tips and discuss music to listen to during exercise. In this way, the Stag International will get 5.5 million users and 60 million hits in other countries too.

5.4 Implications for stakeholders

Human capital is an important asset for company's services such as Stag International and so the company is constantly investing in the development of people within and outside the company. Below are some of the initiatives the development of human capital.

Organisational climate: This should assessed assess the level of satisfaction of employees, Stag International can hold an annual engagement survey which shows that the outcomes are broadly disseminated and action policies are explained to understand opportunities and strengths for development. In the next year, the company should represent employees, representing 77% of the total, responded to the organisational climate survey, reaching a favourability index of 73%.

Rakesh must try to carry out different plans to enhance abilities and establish the ability of its staffs. On the other hand, the company must have to invest more than \$ 5 million in internally developed training, lectures, grant to participate in external training courses and events, among other forms of professional development and career. The company must look after other

companies who provide more than 20 thousand participants of employees in training, with an average of 8.2 hours of training per employee.

The main highlights include training on human rights. Rakesh must develop an e-learning course on human rights to address issues such as bullying and sexual harassment, child labour, forced and compulsory, valuing diversity and discrimination and sexual exploitation of children and adolescents. According to the case study these themes can be related to the work environment and should spread the concept of human rights and ethical values (Nufer, 2013). In order to ensure the understanding of issues related to combating corruption on the part of employees of financial institutions, since 2002 regulators require mandatory training.

In addition, following regulations on Money Laundering launched in 2011, Stag International developed an institutional program of combating and preventing money laundering so that all employees understand the topic. Before that Stag International had already implemented the compulsory course to Combat Fraud. In 2011, employees, of whom 7% were managers, concluded the Ethics courses, Preventing and Combating Fraud and Prevention of Money Laundering, totalling 5640 hours of training. Stag International has its main purpose to act focusing on the development of human potential, especially with regard to young people who live in developing countries. Quoted in the last good purpose research means as one of the three most associated trademarks positively to causes in the India, Stag International decided by such priority after a business analysis considered the company's ability to act in a targeted way and close to the ideas of its consumers (Horowitz, 2014).

Stag International has developed its strategy of applying sporting products as a strong method for social modification. Sport is underestimated in their capability to make systems of social

entrepreneurs and community innovators and for its capability to perform economic, cultural, and social modifications. A strong example of another business is Grassroots Soccer in Africa. It is a social program directly facing a pressing social demand, by education and awareness regarding HIV / AIDS, to support individuals to establish informed decisions, applying sport as a catalyst communication and involvement for individuals (Eagleman, 2013).

The auditors approval process is complex in the company, it begins with sending the CV to Rakesh elder son whose base find what're auditor ISO 9000, OHSAS 18000, ISO 14000 and auditor in ethical standards, then continues with participation in two online courses in English lasting between 8 and 9 hours each, guided by a teacher who continually interact with participants and ends with a written and oral examination (via Skype) for each of the courses (Kaser and Oelkers, 2015).

During the training one goes learning to use the tools to audit. It does not use paper format but have a specific office tools. While the tool is very complex, guide / helps the auditor to arrive at the results of the audit and the preparation of the reports. An auditor has no contact with Stag International only with that organisation.

This will be the international recognition which will allow more auditors to think the demand they have had. This will allow many companies to congratulate for their work which is today the only approved auditor to audit providers Stag International. According to Basu and Chandra (2015), the methods support to give transparency and knowledge into how the business assesses and observes its contract factories for compliance with Stag International standards.

The company will know that the materials they use generate their greatest environmental impact. For this they will start to control the design to launch their Considered Design ethos in 2016.

Rakesh is now applying this same discipline and rigor in the source and manufacture their products to address them to design sustainability.

5.5 Limitations and Scope

As consumer products shares the confidence that the achievement will be confirmed to obtain the brand occupy important position in the consumers' minds, with the wish for this to occur, Stag understands that make a brand perception is complicated task. Conversely, the business is also aware of its susceptibility to judgments value. So, it is that for some customers, the Stag brand has very constructive, related with good performance in the competition at the maximum context and simply familiar anywhere in India.

Chapter 6: Application to another Case

6.1 Description of Comparator Company's Situation

Tesco is supposed as one of the businesses which observed as the important principle of its complete sector. It is recognised that there are 70% of the advantages and gathering provides by the company which has established from its main business. 2,200 stores of the organisation are there in that 285,000 individuals are working. As explained by Siebers, Kamoche and Li (2015), so as to get development and growth, the company is focused regarding pleasing the CSR and making qualities for group that is observed as important for the company. The company understands that each policy composed has influenced the group. The approaches about the group or CSR incorporate dynamic part to neighborhood group, managing with the making and giving best work to local citizens.

Ryan, Thondre and Henry (2011), explained that sales have improved by 11.1% to £51.8 billion while the group's profit is up by 5.7% or by 15.3% excluding the last year exceptional- mostly the Pensions A-Day credit. In regards of Jain (2012), the essential advantage has become by 11.8% to £2,846 million in 2004.

Conversely, the essential weakened earning per offer is up to 13.1% using an ordinary tax rate, and the complete year earning is similarly up 13.1% in 2005. These results explained the real quality and particular qualities of the Group and Tesco costly long-term method for growth that establish a little more than a decade earlier.

In the year 2008, Tesco foreign business conveyed remarkably solid improvement in sales and achieves benefit of 25.3% and 24.3% individually. It can be mentioned that Tesco growth has

proceeded as Tesco begins to make the structures for their lasting global growth by entrance into the new markets and all the more as of late the America.

Metzger (2014) explained that the sales are up 6.7% and business profits became by 7.1% - after start-up costs in America and on Tesco Direct - to £2,050 million, supported through a strong margin performance. The Tesco group has non-food sales which improved to 12% to £11.8 billion while non-nourishment keeps an important supporter to the business development.

According to Haddock-Millar and Rigby (2015), the normal profit return or sales margin of Tesco is about 4.3%. This shows that Tesco establishes an average of £4.3 on each of sale which establishes the business effective in the year 2008. As per Bather and Tucker (2011), the return on assets ratio is used in the business to produce the performance of its assets with the aim to get a good return. Though, the return on sales or profit margin is applied to decide the competition both in the present market and the future.

As per earlier studies it can be defined that annual turnover ratio demonstrated that there was 2% turnover in 2007 as it reduces in 2008 with 1.5%. In 2009, the turnover enhances to 2.2% which demonstrates that the turnover increase in 2010 also. It is recognised that annual turnover ratio reduce till 1.2% in 2011, so, the outcome explains that annual turnover ratio demonstrated further reliable outcome.

Brown and Whysall (2013), explained has planned its growth and is recognised as one of the troubled business comprising the new markets like insurance, telecoms, and personal finance. The business has lost its market share and sells some of its assets like its banking actions. In regards of O'Hare, J. (2013), the PE ratio of the business demonstrates the Tesco beta sign and focus on historical returns comparative to the market. In the context of Lowe, George and Alexy

(2012), the basic assessment throughout the Tesco were the earning per share, beta, price-earnings ratios and financial ratios.

In the research of Wrigley (2014), the PE ratio emerges as inconsistent the message which is about 1413.22 over-valuing the business. As per the beta assessment, the business should be selling or short in regards of the PE ratio which think other basics like the beta coefficient, dividend yield and financial ratios.

Jury (2012), explained that the beta stock defines the possible hazard of the stock related with the stock market. In general, it is observed that analysts and investors in the business match the risk profile of an investor with a stock. As per the research of Brannen, Moore and Mughan (2013), it is recognised that the beta of a stock market has a large portfolio of shares with the value of 1.0. Tesco has a beta below 1.0 which is observed as less dangerous. This refers that the business would implement hazard to adverse investors while a beta greater than 1.0 is observed as an uncertain investment.

$$\text{Tesco Beta} = \frac{\text{Covariance}}{\text{Variance}} = 0.289$$

The beta value of Tesco is 28.9% tax rate basis which defines the diluted income per share. This goes up by 13.1% which demonstrates that the beta value is less than 1. This explains that the business is in good monetary position while conversely the market is not going good due to the recession time. For instance, the business with the 1.4 of beta will return 1.4% if the market returns at 1.0%. The coefficient of the beta is normally measured by regression assessment which is supported on the historical information and the future risk profile of the business (Wrigley, 2014).

In the current stock market condition, the share price of social media has attentive because of the large shareholding comprising the herding approach and emotional relation that some shareholders have maintained their shares. As per the consequences, it is recognised that the beta coefficient -0.36 demonstrates that the global monetary issue can impact the liquidity impact on share volume comprising the net purchasers in the market. In the context of the regression assessment, it is observed that there is further constancy in after global monetary crisis related to prices comparative to the market while the price enhances the company' share.

Wrigley (2014) explained that the business is believed as an “unhealthy organisation” in the year 2006. As per the financial ratios, it is recognised that the business has 2:1 of the current ratio and 1:1 of the acid test ratio which defines that Tesco assets can cover its liabilities. In the year 2012, the business has about unheard of current ratio of 11.8. Supported on this knowledge, Tesco is observed as a sell suggestion but conversely, the business must establish its current investors contented.

As per Brown and Whysall (2013), the business performs globally which normally im [pact its performance. The aspects comprise acts of law, tax rates and the constancy of the nation it functions in. Majority government motivates retailers to produce jobs as it performs essential role in making work chances and also increase the requirement for the services and products and diversifies its staffs.

The important issue for Tesco is the aspects which are most probably to influence prices, profits, costs and demand. It is recognised that Tesco should take care of modifications in strategies like changes or any other associated aspects that can impact the finance accessibility. It is important

to show that Tesco business is growing internationally which is quite self-governing on the market.

Brannen, Moore and Mughan (2013), explained that the market share of the business is around 30%. The laws and government strategies directly impact the organisational performance. For instance, the Food Retailing Commission (FRC) recommended a Code of Practice would ban different actions that must be established like demanding payments from suppliers and adjusting prices without notice. Tesco has emerges to revolve around the commercial payments required from its suppliers. As per Brown and Whysall (2013), the problem explains that Tesco hits the sales targets to achieve productive promotion. The business still requires raising cash by right concerns. It is recognised that the business had confronted hard time in considering its pricing strategies. Conversely, Tesco also has stock control issues while it hurt opponents has been overstating its income where its shareholders recommended the blame for problems. Though, it can be explained that the business still dominates the British grocery with 28.2% of the entire market as the operations stretching from one nation to another.

6.2. Testing the recommendations on the comparator company

It can be said that Stag International tests the movements in the lab sport research. The results of the tests indicated mainly the pressure mapping, which illustrates where the player feels pressure on the soles of the feet. With this information, designers can create a shoe that provides cushioning and traction in the exact locations where players need it most. For example, these data indicate where to position the hexagonal pods on the sole of the Flyknit Agility, footwear created specifically for academia and will be commercially available in early 2016 (Ciocchetti, 2011).

On the other hand, another solution to the problems is the table tennis of leather development which depends on the analysis of the body in motion. Using the Flyknit technology and the knowledge of how player's feet move naturally, Rakesh employees will work on elasticity, breathability and support the areas of shoes that need most players. Flyknit remains an outcome that reflects the focus of Stag International in sustainable design, also drives innovations that benefit the player and the environment. In other words, Rakesh identifies that the fitness explosion in the Indian players has become a way of life that has come to stay. And, it is so connected to what player do and are, makes the shoes and clothing for fitness a natural extension of custody Linen day to day.

With the intention to meet this new lifestyle movement, Stag International will provide footwear and apparel feature in a unique blend of performance and style. The Stag International does not compromise any of the elements, but this allows the people in the business to equip the player to any chosen workout, and to any place they decide to go before or after training. The Stag International positions their products in the segment average and upscale. The components produced by Rakesh and his elder son are the equipments and the most prestigious products. The Stag International Company has invested resources in order to submit innovative solutions and prestige.

Rakesh think that his company will be about 28,000 employees, operating at least 10 own outlets with its products sold in more than 180 countries. According to Nathan, Wolfenden, Morgan, Bell, Barker and Wiggers (2013), products targeted at Kohli brothers currently generate revenues of almost US \$3 billion, 20% of total sales of the brand. It can be said that there will be 250 million pairs of shoes which will be on sale each year that guarantee revenues of US \$ 16.3 billion. Rakesh has curiosity of maintaining his business as soon as he could do. He thinks that

Stag International is one of the world leaders in sales of sporting goods and considered as the market number two in India and will be known to other countries like France, Spain and Germany and England where the brand will know as the market leader.

According to Drygas, Ruszkowska, Philpott, Bjorkstrom, Parker, Ireland and Tenconi (2013), the Stag international expects an annual turnover growth of 63%, going to 50 billion dollars, and in 2020, with sales in the categories geared to men doubling during the period. The sporting goods manufacturer, which bucked the trend of deceleration in consumer goods sales in India, with 30% growth in the three months, demonstrated that there was no slowdown in demand from India.

In fact, the sporting good company is accelerating as there will be an appetite for authentic premium brands in India. Rakesh expects sales in men oriented businesses achieve more than \$ 11 billion over the next five years, and in 2015 this figure of 5.7 billion. It is also identified that Rakesh think that the commerce company will reach a little over \$1 billion which is expected to grow to 7 billion having in 2020. Parker also told CNBC that he was ready to wear the mantle of CEO, a position that it has been recommended by his elder son, who will step down next year.

Rakesh also believes that if he granted, 59, restricted stock with a target of US \$ 30 million, then he will receive the revenue which remains employed during the award vesting period, according to case study directed to the company's shareholders.

Previously, Rakesh received appreciation in shares worth US \$ 3.5 million in the last three fiscal years, according to the case study. Rakesh, who is Chairman of the firm, has the support of his elder, daughter-in-law and younger son, one of the company's founders, to succeed him as to get more high position next year. According to Brennan and Merkl-Davies (2014), Rakesh will have

to extend the legacy of his elder son, who created the largest manufacturer of sporting goods in India, as competitors such as Adidas AG are stepping up product development.

The compensation committee, led by Rakesh, Chairman of Stag International analysed the "old performance of his company and the importance of retaining it to set the size of the award, according to the case study. He received shares rose to 46 percent in the last 12 months. By granting the revenue in stocks, his elder son recognises the outstanding leadership of Rakesh and his key role in driving the growth strategy of Stag International for many years.

It can be said that Rakesh entered the Stag international as normal person and has held marketing positions and design. The company will get a bonus of \$10,000 in fiscal 2017. The company will bear the imposing account of the revenue and offer its employee's gross amount of US \$ 10,387 as it adds to what will be deducted by the tax. It can be said that Stag International revenues grants of \$ 10,000 in cash plus the value of the corresponding taxes, in recognition of the anniversary of an employee in the company, and every five years thereafter. According to Korschun, Bhattacharya and Swain (2014), sixty percent of the \$30 million in stock granted to Rakesh will be tied to revenue growth and earnings per share between fiscal years 2016 to 2020, according to the case study.

He will receive the remainder of the prize if he keep employee in the company until June 30, 2020, shows the case study. Stag International gave Rakesh a premium of US \$ 20 million in shares in May 2012, whose lack would end on the anniversary of the grant date, according to a time in case study.

This research explained that customers actually substance in enhancing the accomplishment of the association. The part of human asset with a very much defined structure is important demand

of achievement in a relation. It is an important aspect to differentiate choice making as it controls the vast performances. It is defined that the business is exceptionally defined to the exercises and concerns of human resource management as the presentation management and organisational approach has supported the company to become productive place in the trade. It refers means that the organisational management need actualising the most latest and original devices and advances so as to keep its business. The business should observe all aspects of the company with the obtainable methods to assist the occupation in a proper manner.

In conclusion, the company cannot speak of selective specialisation, because they are already implementing a division in order to ensure that this expertise exists, since the company is engaged in the manufacture plus: balls, sports equipment, etc. Through the sporting goods, Stag International seeks to implement the latest technology in its sports shoes, at all times exceed the competition and stay ahead. It is identified that Stag International products are based on high quality either by incorporating advances and high strength materials. Buyers, compare their quality with other brands and elect Stag International, so it is a leader in sporting goods.

For Stag International, the most important thing in their advertising campaigns is the image, has spent countless millions of dollars in brand image; has established its graphics as a global icon, arriving today to carry out advertising campaigns in the name of the company, just the logo does not appear. On the other hand, the company try to make its product is known as a leader in the sport and this means quality and design. The customer, when they want to acquire a sports product, thinks about Stag. Finally, as to the appropriate competitive advantage, as the company has repeated throughout this text, Stag International is based on a superior quality of its products compared with the competition and the use of high technology. It is expected that the subgroups

there are fewer competitors. After all, Stag came achieving good results in marketing initiatives that were only enhancing its value brand.

References

- Basu, S., & Chandra, V. (2015). Culture at the Crossroads: Value Orientations and their renegotiation in Leading Family-Owned Indian Businesses. *Global Enterprise Management, Volume II: New Perspectives on Challenges and Future Developments*, 2.
- Bather, A., & Tucker, R. (2011). Legitimacy theory and a compliance analysis of Tesco's 2008 business review. *International Review of Business Research Papers*, 7(2), 137-156.
- Boone, L., & Kurtz, D. (2013). *Contemporary marketing*. Cengage Learning.
- Brannen, M. Y., Moore, F., & Mughan, T. (2013). Strategic Ethnography and Reinvigorating Tesco Plc: Leveraging Multicultural Teams Using Ethnographic Method.
- Brown, D. M., & Whysall, P. (2013). Viewing the Strategy-Performance Relationship through a Reputational Lens: A Longitudinal Study of Leading Retailers. *Strategic Change*, 22(3-4), 129-144.
- Choi, Y. R., Zahra, S. A., Yoshikawa, T., & Han, B. H. (2015). Family ownership and R&D investment: The role of growth opportunities and business group membership. *Journal of Business Research*, 68(5), 1053-1061.
- Ciocchetti, C. A. (2011). The Eavesdropping Employer: A Twenty-First Century Framework for Employee Monitoring. *American Business Law Journal*, 48(2), 285-369.
- Coffeng, J. K., Hendriksen, I. J., Duijts, S. F., Proper, K. I., van Mechelen, W., & Boot, C. R. (2012). The development of the Be Active & Relax "Vitality in Practice" (VIP) project

- and design of an RCT to reduce the need for recovery in office employees. *BMC public health*, 12(1), 592.
- Cornwell, T. B. (2014). *Sponsorship in Marketing: Effective Communication through Sports, Arts and Events*. Routledge.
- Daniel, P. S., & Sam, A. G. (2011). *Research Methodology*. Gyan Publishing House.
- Drygas, W., Ruszkowska, J., Philpott, M., Björkström, O., Parker, M., Ireland, R., & Tenconi, M. (2013). Good practices and health policy analysis in European sports stadia: results from the 'Healthy Stadia' project. *Health promotion international*, 28(2), 157-165.
- Eagleman, A. N. (2013). Acceptance, motivations, and usage of social media as a marketing communications tool amongst employees of sport national governing bodies. *Sport Management Review*, 16(4), 488-497.
- Flick, U. (2011). *Introducing Research Methodology: A Beginner's Guide to Doing a Research Project*. SAGE.
- Griew, P., Hillsdon, M., Foster, C., Coombes, E., Jones, A., & Wilkinson, P. (2013). Developing and testing a street audit tool using Google Street View to measure environmental supportiveness for physical activity. *Int J Behav Nutr Phys Act*, 10, 103.
- Haddock-Millar, J., & Rigby, C. (2015, January). BUSINESS STRATEGY AND THE ENVIRONMENT: TESCO PLC'S DECLINING FINANCIAL PERFORMANCE AND UNDERLYING ISSUES. In *Global Conference on Business & Finance Proceedings* (Vol. 10, No. 1, p. 127). Institute for Business & Finance Research.

- Haley, G. T., Haley, U. C., & Tan, C. (2012). *New Asian emperors: The business strategies of the overseas Chinese*. John Wiley & Sons.
- Horowitz, S. (2014). Does sports marketing work? How is it measured? *Journal of Brand Strategy*, 3(1), 41-50.
- Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). *Sport management: principles and applications*. Routledge.
- Huisman, M. (2013). The influence of the global financial crisis on the capital structure of English stock-listed firms.
- Jain, A. (2012). Shariah-Compliant Portfolio Management: A More Suitable and Balanced Risk-Return Matrix? *Available at SSRN 2285927*.
- Jayaram, J., Dixit, M., & Motwani, J. (2014). Supply chain management capability of small and medium sized family businesses in India: A multiple case study approach. *International Journal of Production Economics*, 147, 472-485.
- Joshi, M., & Akbar, M. (2012). Endogenous agency problems, their impact and mitigation in privately-held family firms for sustaining growth. *Amity Business Journal*, 1(2).
- Jury, T. (2012). *Cash flow analysis and forecasting: the definitive guide to understanding and using published cash flow data* (Vol. 653). John Wiley & Sons.
- Kaser, K., & Oelkers, D. (2015). *Sports and entertainment marketing*. Cengage Learning.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.

- Korschun, D., Bhattacharya, C. B., & Swain, S. D. (2014). Corporate social responsibility, customer orientation, and the job performance of frontline employees. *Journal of Marketing*, 78(3), 20-37.
- Kumar, R. (2010). *Research Methodology: A Step-by-Step Guide for Beginners*. London: SAGE.
- Lowe, M., George, G., & Alexy, O. (2012). Organisational identity and capability development in internationalisation: transference, splicing and enhanced imitation in Tesco's US market entry. *Journal of Economic Geography*, lbs016.
- M. Brennan, N., & M. Merkl-Davies, D. (2014). Rhetoric and argument in social and environmental reporting: the Dirty Laundry case. *Accounting, Auditing & Accountability Journal*, 27(4), 602-633.
- Masteralexis, L., Barr, C., & Hums, M. (2011). *Principles and practice of sport management*. Jones & Bartlett Publishers.
- Metzger, K. (2014). Business analysis of UK supermarket industry.
- Moore, N., & Levermore, R. (2012). English professional football clubs: Can business parameters of small and medium-sized enterprises be applied? *Sport, Business and Management: An International Journal*, 2(3), 196-209.
- Nathan, N., Wolfenden, L., Morgan, P. J., Bell, A. C., Barker, D., & Wiggers, J. (2013). Validity of a self-report survey tool measuring the nutrition and physical activity environment of primary schools. *Int J Behav Nutr Phys Act*, 10, 75.
- Nufer, G. (2013). *Ambush marketing in sports*. Routledge.

- O'Hare, J. (2013). *Analysing Financial Statements for Non-specialists*. Routledge.
- Pardasani, R., Gupta, N., & Sharma, R. R. (2013). FragraAroma—accord in business, concord in family. *Emerald Emerging Markets Case Studies*, 3(7), 1-11.
- Peng, M. (2013). *Global strategy*. Cengage learning.
- Pierce L., Snow, D. C., & McAfee, A. (2015). Cleaning house: The impact of information technology monitoring on employee theft and productivity. *Management Science*.
- Ryan, L., Thondre, P. S., & Henry, C. J. K. (2011). Oat-based breakfast cereals are a rich source of polyphenols and high in antioxidant potential. *Journal of Food Composition and Analysis*, 24(7), 929-934.
- Shank, M. D., & Lyberger, M. R. (2014). *Sports marketing: A strategic perspective*. Routledge.
- Sharma, P., Chrisman, J. J., & Chua, J. H. (Eds.). (2012). *A review and annotated bibliography of family business studies*. Springer Science & Business Media.
- Verbeke, A. (2013). *International business strategy*. Cambridge University Press.
- Wrigley, N. (2014). *Store Choice, Store Location and Market Analysis (Routledge Revivals)*. Routledge.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2012). *Business research methods*. Cengage Learning.

Bibliography

Bassey, M (1999) Case Study Research in Educational Settings Open University Press

Gerring, J (2006) Case Study Research: Principles and Practices Cambridge University Press

Simons, H (2009) Case Study Research in Practice Sage Publications Ltd.

Thomas, G (2010) How to do your Case Study: A Guide for Students and Researchers Sage Publications Ltd.

Yin, RK (2008) Case Study Research: Design and Methods Sage Publications, Inc; Fourth Edition