

INTERNATIONAL BUSINESS

BUSINESS ACUITIES

APRIL 2016



SPECIAL EDITION

S.NO	CONTENT	Page.no
1.	HEWLETT-PACKARD (HP)	1
2.	BUSNIESS NEWS	2
3.	SPORTS NEWS	5
4.	GENERAL NEWS AND AWARDS	8
5.	MENS ENTREPERNEUR	10
6.	COCA COLA SWOT ANALYSIS	11

Editorial board	Editor's Email ID
Dr.M.Selvam (Chief Editor)	<i>marudhamselvam@gmail.com</i>
M.Malathi (Executive Editor)	<i>maluparama@gmail.com</i>
Glory (Assistant Editor)	<i>glory9787@gmail.com</i>
B.S.Sivaranjini(Assistant Editor)	<i>sivaranjini365@gmail.com</i>
R.Aishwarys(Assistant Editor)	<i>ishusanthosh91@gmail.com</i>
R.Rasi(Assistant Editor)	<i>Rasi.raaji123@gmail.com</i>
AL.Sumathi(Assistant Editor)	<i>Sumathialagappan95@gmail.com</i>

HEWLETT-PACKARD



HP Inc., incorporated on February 11, 1998, is a provider of products, technologies, software, solutions and services to individual consumers, small- and medium-sized businesses (SMBs), and large enterprises, including customers in the government, health and education sectors. The Company provides personal computing and other access devices, imaging and printing products, and related technologies, solutions and services. The Company's segments include Personal Systems, Printing and Corporate Investments. The Personal Systems segment provides Commercial personal computers (PCs), Consumer PCs, workstations, thin clients, Commercial tablets and mobility devices, retail point-of-sale (POS) systems, displays and other related accessories, software, support and services for the commercial and consumer markets. The Printing segment provides consumer and commercial printer hardware,

supplies, media, solutions and services, as well as scanning devices. The Corporate Investments segment includes the operations of HP Labs and certain business incubation projects

The Company competes with Lenovo Group Limited, Dell Inc., Acer Inc., ASUSTeK Computer Inc., Apple Inc., Toshiba Corporation and Samsung Electronics Co., Ltd.

The Printing segment focuses on imaging solutions in the commercial markets. The Company groups LaserJet, Graphics and PageWide printers into Commercial Hardware, and Consumer and Inkjet printers into Consumer Hardware. LaserJet and Enterprise Solutions delivers its LaserJet printers, supplies and solutions to SMBs and enterprises. The Company focuses on the design and deployment of A3 products and solutions for the copier and multifunction printer market, printer security solutions, PageWide Enterprise solutions and JetIntelligence products. Inkjet and Printing Solutions delivers its consumer, SMB and PageWide Inkjet solutions (hardware, supplies, media, and Web-connected hardware and services).

Graphics Solutions delivers large format printers (DesignJet, Large Format Production and Scitex Industrial), specialty

printing, digital press solutions (Indigo and PageWide Presses), supplies and services to print service providers, and design and rendering customers. Three Dimensional (3D) Printing delivers its Multi-Jet Fusion 3D Printing Solution designed for prototyping and production of functional parts, and functioning on an open platform facilitating the development of new 3D printing materials.

The Company competes with Canon Inc., Lexmark International, Inc., Xerox Corporation Ltd., Seiko Epson Corporation, The Ricoh Company Ltd. and Brother Industries, Ltd.

*By , M.Malathi, MBA(International Business),
maluparama@gmail.com*

BUSINESS

India Ranked 6th In Top 10 Largest Manufacturers List

- According to a United Nations Industrial Development Organisation (UNIDO) report, India ranked sixth among the world's top 10 manufacturing countries. Previously, India held the ninth position.
- The Yearbook, published by the United Nations Industrial Development Organization (UNIDO), found that in India

- Manufacturing Value Added (MVA) grew by 7.6% in 2015 compared the previous year.



National Maritime Day - 5th April

- As we all know that 5th April is marked as the National Maritime Day of India to commemorate the sailing of India's first steamship Loyalty on April 5th 1919 from Mumbai to London.



- But from 1964 the day has been observed as National Maritime Day and all major ports observe this day celebrating India's seafaring traditions and journeys.
- The Indian Navy, which is responsible for guarding the country's shores and protecting our shipping in times of war, has also considerably expanded and strengthened into a potent force.

India's first CashGiving App 'CASHe' Launched

- India's first cash giving app has launched by a fin-tech company called Tslc Pte Ltd. The app is named as CASHe.



- This new application is very helpful and provides users a personalized experience to borrow cash anytime, anywhere within minutes for their needs.
- CASHe was launched in Mumbai with Bollywood's rising star Arjun Kapoor joined by CASHe's eminent Board of Advisors comprising Dr. Rakesh Mohan, Former Deputy Governor of RBI and Director IMF and Yezdi Lashkari, tech thought leader unveiling the product.

Government to develop 25 regional airports : Arun Jaitley

- To improve air connectivity, government plans to develop 25 regional airports.



- Government is looking to develop 15 airstrips owned by the state governments and 10 that are with the Airports Authority of India (AAI).
- There are around 160 airstrips that are lying unused, he said while talking about the steps taken by the government for infrastructure development in the country.

India signs \$100 million draft export pact with IDB

- India has signed a memorandum of understanding with the Islamic Development Bank (IDB) for a possible \$100 million line of credit to simplify exports to IDB's member countries.



- The memorandum of understanding (MoU) was signed between the Islamic Development Bank (IDB) CEO Khaled Al-Aboodi, and the Export-Import Bank of India (EXIM Bank) Tarun Sharma, regional head on behalf the EXIM Bank.

Asia's 50 Most Powerful Businesswoman List Topped By Nita Ambani:

- Reliance Industries director Nita Ambani and State Bank of India chairman Arundhati Bhattacharya have been ranked top two in Forbes' "Asia 50 Power Businesswomen 2016" list, which acknowledges the inroads women are making in the business world, despite gender inequalities.



- American magazine Forbes has released 2016 "Asia's 50 Power Businesswomen" list featuring business women from 14 countries.

China Successfully Launches Retrievable Satellite:

- China launched a retrievable scientific research satellite in a bid to aid scientists to study micro-gravity and space life science.
- A Chinese satellite, launched on April 9 in the remote Gobi Desert it carries six titanium cylinders, each with a milliliter



of crude oil compressed to more than 400 times. China's SJ-10 satellite, piggybacking on the Long March 2-D rocket, is doing exactly the same thing, only that its task is more bizarre than most others.

Tata starts U.K. steel sale:

- Tata Steel, the country's largest steel producer, has signed an agreement to sell the loss-making 4.5-million tonne (mt) long-product Scunthorpe steel plant in Britain to UK-based investment firm Greybull Capital for a nominal consideration, with the latter taking assets and relevant liabilities.



- The crenellated steelmaker appointed KPMG LLC as process advisor for the "thorough, but expedited sale" of its entire shareholding in its subsidiary Tata Steel UK, which includes Britain's largest steel plant at Port Talbot.

India, Papua New Guinea sign four agreements



- India and Papua New Guinea (PNG) have signed four Memorandum of Understandings (MoUs) in various sectors to boost bilateral cooperation.
- The MoUs were signed in the presence of the visiting President Pranab Mukherjee and the Papua New Guinea Prime Minister Peter O'Neil in Port Moresby, capital of Papua New Guinea

First time direct tax details published by CBDT

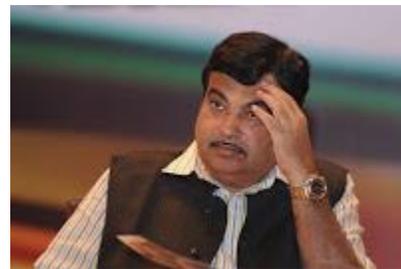


- First time in the history, a total of 84 page data has been released and put in the public domain, as the Central Board of Direct Taxes (CBDT) has published direct tax related data including income disclosed in tax

returns by various categories of tax payer from 2000 to 2015.

- The data also include the information of PAN card allocation in the country across various categories and gender.

Govt plans to keep 1% of highways project cost for road safety



- The Union Minister Nitin Gadkari stated that the government plans to make it mandatory to set aside 1 % of total cost of any highway project for road safety..
- The government is committed to reducing the number of road accidents and fatalities by 50 per cent in next two to three years.

SPORTS

Shiva Thapa wins Silver medal at Asian/Oceania Qualifying event in China

Ace Indian boxer Shiva Thapa has won the silver medal at the Asian/Oceania Qualifying

Tournament held in Qian'an, China in the 56 Kilogram category final. In the final match, he lost to Thailand's Chatchai Butdee by 0-3 score who won the gold medal.



Viswanathan Anand to be feted with Hridaynath Award

- 5 times world chess champion Viswanathan Anand will be honoured with the Hridaynath Award, which felicitates and recognises successful individuals across the country from various of life.



- The honour will be a cash award of Rs 2 lakh and a memento. State Governor C Vidyasagar Rao will present the award to the 46-year-old sportsman at an event here on April 12.

India Men win Asian Nations Cup Chess tournament

- Indian men have won the 2016 Asian Nations Cup Chess tournament by defeating Vietnam in the final round by 3-1 score played in Abu Dhabi.

Miami Open Title 2016 Won By Novak Djokovic

- World No.1 tennis player Novak Djokovic from Serbia has won the 2016 Miami Open Title in the men's singles category. In the final he defeated Kei Nishikori (Japan) by 6-3, 6-3 score.
- The match played on outdoor hard courts at the Tennis Centre at Crandon Park Florida, US.
- The 28 year old player has won this title in just 34 minutes and took 85 minutes to join the American Andre Agassi as a six-time Miami Open winner, for his 63rd career title.
- He claimed \$1,028,300, becoming the sport's all-time leading money-winner.

- In the final round match, Indian Grandmasters S P Sethuraman and K Sasikiran won on the 2nd and 4th boards while, B Adhiban and Vidit Santosh Gujrathi drew their respective matches on top and 3rd boards.



Serena Williams Maintains Top Spot: WTA Rankings

- American tennis star Serena Williams kept her lead in the women's rankings, while Polish Agnieszka Radwanska returned to the second place.



- The Polish player is ahead of German Angelique Kerber, who dropped to the third place with 5.740 points. In the women's doubles, India's Sania Mirza and her Swiss partner Martina Hingis retained their

top status in the rankings with 11,825 points.

Japan unveiled Tokyo 2020 Olympic and Paralympics emblems



- The new emblem of Tokyo 2020 Olympics and Paralympic Games was unveiled, featuring an indigo-coloured check in the design.
- The logo features a circular Japanese traditional checkered pattern. Below the design are the words "Tokyo 2020" and under them the five interlocking Olympic rings, reports Xinhua.
- The logo was chosen from a shortlist of four announced on April 8 after more than 14,599 entries were publicly accepted. Tokyo 2020 organisers had to scrap a logo by Japanese designer Kenjiro Sano over its close resemblance of a theatre in the Belgian city of Liege created by designer Olivier Debie.

ICC suspends the Cricket Association of Nepal



- The Cricket Association of Nepal has been suspended by the International Cricket Council due to a ‘vacuum of cricket leadership’ in the country and also in view of government interference in the board..
- According to ICC, the membership of CAN will remain suspended until it becomes free of government interference and is properly structured to begin exploiting the tremendous cricket talent and opportunities that exist in Nepal.
- However, the ICC decided that Nepal cricket teams would continue to feature in ICC events.

Deepika Kumari equals world record in recurve event at Archery World Cup



- India's Deepika Kumari has equalled the world record in Women's Recurve event at the qualifying stage of Archery World Cup being held in Shanghai.
- Padma Shri recipient Deepika recorded a score of 686 out of 720 to finish 1st in qualifiers and equal the world record set by South Korea's Ki Boe Bae at the World University Games in Gwangju last year.
- She has already qualified for the Rio Olympics with her performance at the Copenhagen World Championships last year. In the previous editions of the World Cup, Deepika had won silver medals 2011, 2012 and 2013 in the individual events.

Govt to provide Rs 1 lakh per month to Rio-bound athletes



- Union Sports Ministry has decided to provide one lakh rupees per month as out of pocket allowance to the sports persons under the Target Olympic Podium (TOP) scheme in their preparation for the Olympics and Paralympics Games at Rio de Janeiro.
- 77 Indian athletes in eight disciplines have qualified for the Olympics till date and many more are likely to qualify in the next two months.
- Target Olympic Podium scheme is a sports ministry initiative under which Olympic medal prospects are funded by the government for top class training as part of their preparations for the Games.

Rower Dattu Bhokanal qualifies for Rio Olympics:



- Indian rower Dattu Bhokanal has qualified for the Rio Olympics after winning a silver in the finals of men's single sculls at the 2016 FISA Asian and Oceania Olympic Qualification Regatta at Chung-ju in South Korea.
- The 25-year-old armyman clocked 7 mins 7.49 seconds in the 2km course to finish second and qualify for the Rio Olympics.
- He has also represented India in the last Asian Games in Korea and at the 16th Asian championships in China where he won a silver medal.

GENERAL NEWS AND AWARDS

India becomes fourth largest spender on defence:

- India has become the world's fourth largest spender on defence, following a 13.1% increase in its 2016-17 defence budget, according to US research firm IHS Inc.



- India's rise in the rankings from sixth position last year is a result of an increase in expenditure to \$50.7 billion, combined with cuts to military spending by Russia and Saudi Arabia, where low
- oil prices have put considerable strain on their finances. The Indian defence budget is expected to reach \$64.8 billion by 2020 .

Flipkart acquires mobile payments firm PhonePe:

- India's largest e-commerce company Flipkart has acquired PhonePe, a Bengaluru-based mobile payments company, which was co-founded by ex-Flipkart employees Sameer Nigam and Rahul Chari.



2nd April : World Autism Awareness Day:

- World Autism Awareness Day is an internationally recognized day on the 2nd of April every year. This is the 8th annual World Autism Awareness day encouraging by the Member of the United Nations to take measures to raise awareness about children with autism throughout the world.

April Fools' Day pranks: 2016's

- April Fools' Day, i.e., the worst day of the entire year for anyone trying to cover news on the Internet. This year, as has happened before and will happen again, an overwhelming number of hoaxes, jokes and pranks escape onto the Web, using the cover of the terrible holiday to try to win a little bit of attention for their creators.
- Sure, there are some April Fools' pranks that are good. But most of them are bad. To illustrate this, we are collecting as comprehensive a list as we can of all the hoaxes from 2016's April Fools' Day.

Green Delhi Initiative Phase 1 Has Launched By Arvind Kejriwal:

- Delhi Chief Minister Arvind Kejriwal has launched the first phase of the Green Delhi initiative by planting trees at the Triangular Park near ITO Chowk.



- The Public Works Department (PWD) also said that the greening will be completed within three months at an estimated cost of Rs. 2 crores.

7th April : World Health Day:

- 7th April is celebrated each year globally as World Health Day under the sponsorship of the World Health Organization (WHO).



- This time the themes of World Health Days for 2016 is Halt the rise: beat diabetes.
- iv. In 1948, World Health Assembly was first held in Geneva by the WHO where it was decided to celebrate the World Health Day annually on 7th of April. It was first celebrated worldwide in the year 1950 as the World Health Day.

Book Launched By Arvind Kejriwal Co-Author By Imran Hashmi:

- Delhi Chief Minister Arvind Kejriwal has launched the book "The Kiss of Life: How a superhero and my son defeated cancer" in New Delhi.



- The book is written by Bilal Siddiqi and co authored by Emraan Hashmi. The book has been published by Penguin Books India in three languages. The book is about hope to all cancer patients who loses hope, his or her body starts to give up.

Mother Teresa Conferred With Founders Award Posthumously In UK:

- The Nobel Peace Prize awardee Mother Teresa now has been conferred with the UK's prestigious Founders Award this year.



- The award is given to recognize and reward exemplary achievements of people within the global Asian community. The award was received by Agi Bojazhiu, who is the only living relative of Mother Teresa. Presently Agi is 72 year old and the niece of Mother Teresa.

MEN ENTREPRENEURS LIST

NAME	ASSOCIATED COMPANY
Anand Mahindra	Mahindra and Mahindra
Anil Agrawal	Vedanta resources
Brijmohan Lall Munjai	Hero Group
Mukwsh Ambani	Reliance industries
Ratan Group	Tata Group
Kalanithi Maran	Sun Group
Kartikeyan Sharma	India News
Naveen Jain	Moon Express
Sunil Mittal	Bharti Enterprises
Vishal Gondal	Indiagames

COCA COLA SWOT ANALYSIS

Strengths in the SWOT of coca cola

1. **Brand Equity:** Interbrand in 2011 awarded Coca cola with the highest brand equity award. Coca cola with its vast global presence and unique brand identity is definitely one of the costliest brands with the highest brand equity.
2. **Company valuation:** One of the most valuable companies in the world, Coca cola is valued around 79.2 billion dollars. This valuation includes the brand value, the numerous factories and assets spread out across the world and the complete operations cost and profit of Coca cola.
3. **Vast global presence:** Coca cola is present in 200 countries across the world. Chances are, any country that you go to, you will find coca cola present in that market. This vast global presence of coca cola has also contributed to the building of the mammoth brand name.
4. **Largest market share:** There are only 2 Big competitors in the beverage segment – Pepsi and Coca

cola. Out of these 2, coca cola is the clear winner and hence has the largest market share. Amongst all beverages, Coke, Thums up, Sprite, Diet coke, Fanta, Limca and Maaza are the growth drivers for Coca Cola.

5. **Customer Loyalty:** With such strong products, it is natural that Coca cola has a lot of customer loyalty. The products mentioned above like Coca cola and Fanta have a huge fan following. People will prefer these soft drinks over others. Because of the good taste of Coca cola, finding substitutes becomes difficult for the customer.
6. **Distribution network:** Coca cola has the largest distribution network because of the demand in the market for its products. On the other hand, due to this successful distribution network, Coca cola has been able to command such a high market presence.

Weaknesses in the SWOT of coca cola

1. **Competition with Pepsi:** Pepsi is a thorn in the flesh for Coca cola. Coca cola would have been the clear

market leader had it not been for Pepsi. The competition in these two brands is immense and we don't think Pepsi will give up so easily.

2. **Product Diversification is low:**

Where Pepsi has made a smart move and diversified into the snacks segment with products like Lays and Kurkure, Coca cola is missing from that segment. The segment is also a good revenue driver for Pepsi and had Coca cola been present in this segment, these products would have been an additional revenue driver for the company.

3. **Absence in health beverages:** If you watch the news, you would know that obesity is a major problem affecting people nowadays. The business environment is changing and people are taking measures to ensure that they are not obese.

Water management: Coca cola has faced flak in the past due to its water management issues. Several groups have raised lawsuits in the name of Coca cola because of their vast consumption of water even in water scarce regions. At the same time, people have also blamed Coca cola for mixing pesticides in the water to clear contaminants.

Thus water management needs to be better for Coca cola.

Opportunities in the SWOT of coca cola:

Diversification: Diversification in the health and food business will improve the offerings of Coca cola to their customers. This will also ensure that they get better revenue from existing customers by cross selling their products. The supply chain which is distributing their beverages can also distribute these snacks thereby sharing the load of Supply chain costs.

1. **Developing nations:** Although developed nations have a high presence of Coca cola, these countries are slowly moving towards healthy beverages. Thus the higher consumption in developing business environment can be a good opportunity to capitalize for Coca cola.

2. **Packaged drinking water:** With hygiene becoming a major factor in the consumption of water, packaged drinking water has found its way into peoples mind. Thus Coca cola as a company should focus on the expansion of Kinley as a brand and take it up to Bisleri 's level of trust.

3. **Supply chain improvement:** Supply chain can be a major cost sink hole with the transportation costs always rising. Coca cola's complete business is based on transportation and distribution. There will always be possible improvements in this area.

Threats in the SWOT of Coca Cola

1. **Raw material sourcing:** Water is the only threat to Coca cola. The weakness of Coca cola was the suspected use of pesticides or vast consumption of water. However, the threat here is that water scarcity is on the rise. With the climate changing, and regions of various countries

facing scarcity of water, sooner or later someone might raise fingers on beverage companies.

2. **Indirect competitors:** Coffee chains like Starbucks, Café coffee day, Costa coffee are on the rise. These chains offer a healthy competition to Coca colas carbonated drinks. They might not be a big competition for Coke, but they do give a dent to its beverage market. Similarly, health drinks like Real and Tropicana as well as energy drinks like Red bull and Gatorade are stealing away the market share indirectly.

*By B.S. Sivaranjini MBA (International Business),
sivaranjini365@gmail.com*