



## India's Suguna Poultry Farm Ltd.: Can it go pan-India with its Current Business Model?

### STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

#### PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) To bring out the various ways in which ideas are generated by entrepreneurs – Bhide Amar, “How Entrepreneurs Craft Strategies That Work”, *Harvard Business Review*, March-April 1994
- (b) To analyse the strategy making process of an entrepreneurial venture – Stevenson H. Howard and Gumpert E. David, “The Heart of the Entrepreneurship”, *Harvard Business Review*, March-April 1985
- (c) To understand the differences between emergent and deliberate strategies of an enterprise – Gavetti Giovanni and Rivkin W. Jan, “Seek Strategy Right Away at the Right Time”, *Harvard Business Review*, January 2008
- (d) To understand the adjustment making process in crafting a strategy – Rivkin W. Jan, “Where do successful strategies come from?”, *Harvard Business School*, February 27<sup>th</sup> 2006

Structure of the Structured Assignment		
Section	Title of the Section	Number of Questions
I	Dynamics of Indian Poultry Sector	7
II	Business Model of Suguna	3
III	Strategy Making in an Entrepreneurial Venture	3
IV	Suguna's Expansion Plans	2

This structured assignment was written by Mora Sowjanya under the direction of Vara Vasanthi, IBSCDC. It was prepared to accompany the case 'India's Suguna Poultry Farm Ltd.: Can it go pan-India with its Current Business Model?'

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### INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *India's Suguna Poultry Farm Ltd.: Can it go pan-India with its Current Business Model?* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

#### For Use by the Student

Name of the Student :  
 Enrolment Number :  
 Programme :  
 Course :  
 Name of the Instructor :  
 To be Submitted on :  
 Signature of the Student :  
 Date :

#### For Use by the Instructor

Grade Awarded/Marks Awarded :  
 Remarks :  
 Signature :  
 Date :











- 6. Analyse the various components of the supply chain in the poultry industry? How did the supply chain evolve and what changes have taken place in it?

Lined area for answer.

Inspection Copy











**Strategy Making in an Entrepreneurial Venture**

11. Using Exhibit X of the case study, analyse the ways in which ideas are generated in an entrepreneur's mind? How do they make a choice between the various ideas generated?

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