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# Sona e-Mag

An e-magazine from Sona School of Management

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At Sona, Learning is a Celebration

## DELEGATION

Most of the instances the leader is not successful because of his inability to delegate things.

This work, by this, this man can do  
Like this entrust the duty due...

- *Thirukkural*

Right leader is the one who rightly assigns the *responsibility* for task performance, gives required *authority* for performing that task to a right person; and making the person *accountable* for results.

## MANAGING SELF

As Lao-Tzu rightly said, 'To conquer others is strong; to conquer oneself is mighty'. Keys to self management are: Knowing thyself, Educating thyself, Honoring thyself and accepting thyself...

In managing oneself the thoughts and words are the dangerous weapons that need to be carefully handled. When alone be careful with thoughts, and when in group be careful with the words...

## PLAYING WITH MSPs

Multisided platforms like e-Bay or Amazon connects interdependent groups of customers and they reduce the transaction costs and increases customer reach. But at the same time it can lead to stiffer competition and loss of control over customers.

On deciding to join a popular platform check the features of MSP that enhance our differentiation, how MSPs terms affect our competitive advantage and negotiate custom offering to alleviate the risk of commoditization.

MSPs are moving targets, so regularly review your strategy.

## RETAILING IN RECESSION

Even in tough times, retailers can have number of chances to win the loyalty of customers, strengthen the market stand etc. Five rules were suggested by analysts to gain market share and protect margins during recession:

- Focus on customers who are disloyal, either to you nor the competitors
- Close the gap between what they want and what you offer
- Cutting 'bad costs' i.e. those producing benefits customers wont pay for
- Cluster your stores according to local similarities & differences in customer's needs & purchase behavior
- Retool all core retailing processes for better positioning of the company

## BEGINNING OF AN END

With the entry of new cars, a legend of Indian cars, Maruti 800 makes its way out. It will be phased out gradually from metros and by 2015-2016 from the rest of the country.

Since Indian customers started looking for higher value products, Suzuki takes no steps from preventing its competitor to take over its territory dominated for several decades. The company can compete by transplanting an engine like that of Nano (642-cc) to WagonR but it incurs huge costs when transplanted across countries.

## LEARNING FROM LINCOLN

Learning about how great leaders managed turbulent times will put business leaders in a different perspective. U.S. President now uses his take away from studying the presidency of Lincoln.

Lincoln was able to create and manage a team of highly ambitious people, including his rivals, with strong egos and who freely question the authority or argue with him freely.

Lincoln's greatness as a leader was in his ability to acknowledge his errors, learn from his mistakes, shared responsibility for other's mistake and not holding grudges. This made people become very loyal to him.

## RESISTANCE IS A RESOURCE

Change is inevitable and so is the resistance to change. But resistance may not always be seen negative to growth or development. It is a form of feedback provided by others.

"The path of least resistance makes all rivers, and some men, crooked..

- *Napoleon Hill*

This feedback is necessary for the betterment of change process and / or changing the change process. Resistance may act as a resource by offering lot of information and finding a better solution. Also the morale improves when people's resistances are considered and their valid points are heard.

## TO SWAMP INDIAN MARKET

Volkswagen's (VW) is trying to position itself in compact car segment of Indian market by lining up high quality & high tech cars like Skoda Fabia, VW Polo & VW Up.

VW has to work against stiff competition from Maruti's Swift, Tata Indica and many smaller sedans. To reduce costs, VW is looking to localize production of as many car parts as possible. Since Indian consumers are becoming more concerned about fuel economy & environment, VW works with big hopes on its better technology.

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## \* P. S.

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