

## **Super Minds Business Plan event**

The Super Minds Business Plan event, hosted by Kautilya at Soundarya Composite PU College, focused on analyzing companies that experienced losses. Discussions likely covered factors contributing to these failures, such as poor management, market competition, and economic downturns. Participants may have explored lessons learned and strategies for avoiding similar pitfalls in their own business ventures.

The Super Minds Business Plan event highlighted several companies that faced significant challenges, including:

1. **\*Parle-G\***: Despite being a well-known brand, it struggled with competition and changing consumer preferences, leading to a decline in market share.
2. **\*HMT\***: Once a leader in watches and machinery, HMT faced difficulties due to mismanagement and failure to innovate, resulting in a significant loss of relevance.
3. **\*Nokia\***: Once a dominant player in the mobile phone market, Nokia's failure to adapt to the smartphone revolution and its late entry into the Android market led to its downfall.
4. **\*Tata Nano\***: Initially marketed as an affordable car, it struggled with safety concerns, poor marketing strategies, and lack of demand, resulting in low sales and eventual discontinuation.
5. **\*Chevrolet\***: The brand faced challenges in the Indian market due to competition and a mismatch between its offerings and consumer preferences, leading to its exit.
6. **\*Jet Airways\***: Once a major airline in India, Jet Airways suffered from financial mismanagement and intense competition, ultimately leading to its suspension of operations.

The event likely explored the lessons from these cases, emphasizing the importance of innovation, understanding market dynamics, and effective management.





