

## Case Studies on Innovative Approach for Competitive Advantage

1.Ch Siddharth Nanda

2. Dr.Ankita Chakravarty Bhattacharya

### ABSTRACT

In this cut-throat competitive world today every organization is striving hard to achieve sustainable competitive advantage, where innovation and unique differentiation are the need of the day. Jack Welch had rightly said that an organization's ability to learn and translate that learning into action quickly ensured the ultimate success. The role of innovation management is to achieve just that and maintain competitive advantage. Undoubtedly it is a fact that to achieve this, many organizations are pouring in huge amount of investments.

This paper focuses on three case studies one on eBay's Pop Up store and the other on COLORS Cineplex the 'Solar' Way of Entertainment and Bullet Santi- Motorcycle Based Multipurpose Plough.

Keywords: innovation, competition, competitive advantage, promotional strategies.

### Case Study 1: eBay's Pop Up store..... Retail Revival program

With cut-throat competition and retailing formats acting as an integral and vital part of enhancing business possibilities, eBay launched its first concept store in the UK. eBay announced a partnership with the City Council to help boost its 64 local businesses via its Retail Revival program. The theme of which is "Home Grown by Wolverhampton." Here its emphasis on the role of local business and aid in giving a community its own identity. This way of retailing by eBay is an effort to integrate both the online and brick and mortar stores for a better sustainable competitive advantage.

40 small businesses part of the Retail Revival program were brought in by eBay and their products and services were displayed. The selection of businesses featured will change each week and will include businesses such as Tony's Deli, a local deli selling his food hampers online, HomeSmart Blinds, a Wolverhampton based window blind installer, and White B Gifts, a business selling illustrations inspired by local history.

Consumers visiting eBay's Pop Up will be proficient in the shop and learn and take pleasure in special promos and discounts to shop their products. Further, the small retailers taking part in the Retail Revival Programme is a hint that both the physical and online retail can survive – and thrive – together. This pop-up store aims to take change the way consumers shop and at the same time building a better consumer connect through local businesses' products and services. It will explore how stores of the future could combine technology with that vital human connection to powerful effect – whatever the size of the business."

## **Case Study 2: COLORS Cineplex the 'Solar' Way of Entertainment**

Colorings cineplex, the flagship film channel from the residence of viacom 18 launched Uttar Pradesh's first solar-enabled theatre - electro Cinecomplex cineplex at the Nauchandi mela. The objective of this is to store power and decrease needless usage. This form of presenting enjoyment with a blend of social welfare technique is particular in itself. Electro COLORS Cineplex is an enclosed theatre with solar panels and comfortable seating to facilitate non-stop and on-the-go entertainment. Various films to be showcased included Boss, Mary Kom, Bazaar, Saheb Biwi Aur Gangster Returns, etc. Apart from a movie screening, the audience can also carry their mobile phones. 'Nauchandi mela' is one of the Uttar Pradesh's largest social corporations and values for lakhs of footfalls every year. It opens a plethora of opportunities for connecting with consumers Solar built Electro theatre is an endeavor to build a strong brand positioning and ensure greater visibility through newer innovations.

To ensure maximum reach and availability, the channel launched a Below the Line Promotion strategy which includes the opportunity to win the golden sofa ticket by clicking a selfie and also used WhatsApp to keep the audience updated with daily show information and promo videos. As an extension to the pastime, they are also on a lookout for Nauchandi ka hero and heroine in which customers can also add a laugh films mimicking the iconic Bollywood film dialogues or recreate a famous join and post it on either social media or ship it to the assigned variety on whatsapp. To, have an effect on local people COLORS have used OOH and various other promotional strategies.

### **Case Study 3: Bullet Santi- Motorcycle Based Multipurpose Plough**

Like many other drought-prone regions in India, this region also has a severe shortage of fodder leading to a decline in the availability of bullocks for farming operations. One of Mansukhbhai's friends approached him to find some solution to the same. Looking at the motorcycle his friend

was riding, Mansukhbhai thought of adapting it as a plowing machine. That's how 'Bullet Santi' was born. Using the chassis, drive, and power of an Enfield Bullet motorcycle in front, the innovator has retrofitted an attachment with two wheels at the rear with a toolbar to fit various farm implements. This meets various needs such as plowing, weeding and sowing seeds. Bullet Santi can plow an acre of land in half an hour consuming only two liters of fuel. Innovator got a patent in India and the USA. Given the fact, many other users and innovators copied this technology, he has appreciated the concept of 'Technology Commons' implying no restrictions for other innovators to copy and adapt. But commercial firms will need a license from members of the 'Technology Commons'. He had visited South Africa as a part of a delegation led by SRISTI on the invitation of the Commonwealth Science Council to share his skills with his counterparts in Limpopo province.

Role of Organizations supporting Grassroots Innovations in India:

- ✓ National Innovation Foundation (NIF), India was set up by the Department of Science and Technology with the main goal of providing institutional support in scouting, spawning, sustaining and scaling up grassroots green innovations and helping their transition to self-supporting activities
  - ✓ National Innovation Council was set up to discuss and analyze an inclusive innovation strategy for the country. To create a cross-cutting system to boost innovation performance in the country, . The Councils would drive the innovation agenda in the states and harness the core competencies, local talent, resources and capabilities to create new opportunities across various fields. The India Innovation Portal is one of the key initiatives of the National Innovation Council.
  - ✓ SRISTI – This is a non-governmental organization set up to strengthen the creativity of grassroots inventors, innovators, and eco-entrepreneurs engaged
- in conserving biodiversity and developing eco-friendly solutions to local problems.
- ✓ India Innovation Fund is a SEBI registered venture capital fund that invests in innovation-led, early-stage Indian firms. Our focus areas include Information and Communication Technologies and Life Sciences.
  - ✓ Honey Bee Network - Honey Bee Network is a group of individuals, innovators, farmers, scholars, academicians, policymakers, entrepreneurs and non-governmental organizations (NGOs). A Network having presence in more than seventy-five countries, Honey Bee Network, services traditional knowledge holders and grassroots innovators.

#### Conclusion:

It has been seen that innovations helps in generating self-employment and business opportunities. Such innovations can work wonders when they get continuous support from various

organizations as they require formal infrastructure and understanding of market demands and global best practices. Hence, changing taste and preferences of customers along with their ever-increasing disposable income and unleashing the business opportunities has motivated many organizations and individuals to focus on innovation.

#### References:

1. Zeithaml, Valarie A., Mary Jo Bitner (1990), Services Marketing, New York, Irwin McGraw Hill.
2. Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1988): SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 41-50. [4]
3. Prahalad, C. K. 2003. "Serving the Bottom of the Pyramid." University of Michigan, Ross School of Business
4. National Knowledge Commission. 2007. *Innovation in India*. New Delhi.
5. [www.knowledgecommission.gov.in](http://www.knowledgecommission.gov.in)
6. <http://www.sristi.org/hbnew>