

**Loyola College (Autonomous), Chennai-600034**

**Department of B.Com (Honours) (Shift II)**

**Guest Lecture on Strategic Business Analysis**

On 10<sup>th</sup> November, 2020 the Department of B.Com (Honours) organized a virtual guest lecture on Strategic Business Analysis.

It was attended by all the 40 final year students from 11.30a.m-12.45 p.m. Additionally the Director-LIAC, Mr. Daniel Augustus, Department Coordinator Dr. R. Leema Rose and Asst. Prof Minothi participated in the guest lecture. The course in charge Asst.Prof Minothi welcomed and introduced the guest speaker for the event.

Mrs.Archana Grover, Vice President - Technology and Operation Division of Standard Chartered Bank Chennai was the invited guest speaker. The importance of strategic business analysis along with new concepts were discussed followed by an interactive session.

The vote of thanks was proposed by Devaprasad Jonathan on behalf of all the students. It was beneficial for the students and a positive feedback was received.

Archana Grover is presenting

18-UBH-007 JAYANTHIKAA SEK... and 25 more

43

11:40 AM

You

**BUSINESS STRATEGY ANALYSIS**

Archana Grover  
B Com -Loyola College -Chennai  
10th Nov 2020

You

Minothi J

Archana Grover

Leema Rose

Archana Grover

18-UBH-023 D...

18-UBH-029 Y...

18-UBH-005 D...

18-UBH-025 S...

18-UBH-001 A...

18-UBH-019 P...

18-UBH-015 L...

18-UBH-028 R...

18-UBH-033 J...

18-UBH-038 N...

18-UBH-016 A...

III B.COM-HONOURS (TAXATION) | TrackDart | SPSS Training - 0411reshma@g... | Meet - knz-vitu-jrq

meet.google.com/knz-vitu-jrq?pli=1&authuser=1

PRICEWATERHOUS... | How to Succeed in...

REC Archana Grover is presenting

## Porters 5 Forces Indian E Commerce giant - Flipkart

### Are the Five Forces still relevant today?

**BARGAINING POWER OF SUPPLIERS**

1. Many suppliers online
2. Convenience to customers
3. Low brand loyalty
4. Low manufacturing costs
5. **LOW POWER**

**BARGAINING POWER OF BUYERS**

1. Spoilt for choice
2. Fast delivery
3. Easy returns
4. EMU/ COD
5. **HIGH POWER**

**THREAT OF NEW ENTRANTS**

1. Open economy-growth stage
2. Open Foreign FDI
3. Low barriers to entry
4. Suppliers happy to comply
5. High growth industry
6. **HIGH POWER**

**THREAT OF SUBSTITUTION**

1. Retail-brick & mortar stores
2. Customised boutiques
3. Price rules roost
4. Convenience
5. **LOW POWER**

**INDUSTRY RIVALRY**

1. High competition
2. High cost on advertising
3. Tough brand recall
4. M&A
5. **HIGH POWER**

Meeting details

People (44)

Add people

- 18-UBH-004 RESHMA K (You)
- 18-UBH-001 AMAL RAJ KUMAR A
- 18-UBH-002 MOHAMED IRFAAN S
- 18-UBH-003 SHEEBA RINALDINA A
- 18-UBH-005 DENVER CHARLES MCP...
- 18-UBH-006 SHREYA SATHISH
- 18-UBH-007 JAYANTHIKAA SEKHAR
- 18-UBH-008 PAVITHRAN B
- 18-UBH-009 NITIN SHANKER D
- 18-UBH-010 PRIYAM SAMUEL
- 18-UBH-011 HEMAVATHY U

11:55 AM 10-Nov-20

III B.COM-HONOURS (TAXATION) | Blue Dart Express Limited - India | SPSS Training - 0411reshma@g... | Meet - knz-vitu-jrq

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## The Bridge On The River Choluteca

<http://www.businessworld.in/article/The-Bridge-on-the-River-Choluteca/23-08-2020-311917/>

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Turn on captions Archana Grover is presenting

12:10 PM 10-Nov-20