

TRB 6.1G (Instructions at: TRB Chapter 6, Activity 6:1)

Hind-Toshi Photocopying Machine (G)

Here is some information on Hind-Toshi Photocopying Machine (Model 109S TPZ), now being made in India by Hind-Toshi Ltd, an Indo-Japanese joint venture manufacturing good quality photocopying machines. You have to make a 15-minute sales presentation to (a) University Department/College whose approved budget ceiling for the machine is Rs 100,000 (b) The regional office of an image-conscious Rs 300 million company, and (c) the proprietor of a chain of eight ISD/STD booths in the city. You can assume that the machine has been demonstrated to the audience already. Discuss in your group and arrive at answers to the following questions.

What information will you include in your presentation? Why?

How will you sequence the information? Why?

What will you put into the introduction? Why?

What visuals or what kind of visuals will you employ?

What main questions will you expect from the audience?

What other information would you like to have to make an effective presentation?

- Unique, unconditional warranty for 100,000 copies or two years
- Annual maintenance contract 10 % of initial cost
- Compact size
- Rugged, beautiful, light weight
- Tropicalized, needs no air-conditioning
- Power consumption 20% less than comparable models
- Continuous operation possible for up to 18 hrs
- 85% imported components; assembled in Nashik from semi-knocked down kits
- MRP of Model 109S TPZ: Rs 108,027. Negotiable
- Regional HQ of company in the city
- Can take OHP transparencies and thin paper (even 40 gsm)
- Can reduce and enlarge
- Available on instalment /hire purchase
- Guaranteed: down time not more than 3hrs average
- This model was released in Japan just 5 months ago
- The Japanese company, Toshi, is No. 3 in Japan
- About 5600 Hind-Toshi machine (other models) already in use in India
- Uses PVL-NT drum; so perfect copies
- Has a mechanism to control carbon and heat generated during operation
- Microprocessor controlled lock can be operated through a five digit password.
- Warm-up time 21 seconds (less than 50% of comparable models)
- Speed: 30 A4 copies and 18 A3 copies per minute
- Power consumption: 1.2 KW
- Built-in stabilizer, no need for external stabilizer
- Free consumables worth Rs 3000 with the machine
- 50% discount on a cabinet for storing paper & consumables

TRB 6.1A (Instructions at: TRB Chapter 6, Activity 6:1)

Group A: Presentation to a University Department/College

Audience: Senior Faculty, a few administrators (7-10 in all)
Place: University/College Conference Room
Time: 3.45 pm; Three 15-minute presentations by competitors will have been over by then; two more by other competitors after this. All competitors have models priced between Rs 95,000 and Rs 115,000
Presenter: Regional Sales Manager (27), on invitation from University/College

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TRB 6.1B (Instructions at: TRB Chapter 6, Activity 6:1)

Group B: Presentation to the regional office of an image-conscious Rs 300 million company, Excelsior Exports Ltd

Audience: Purchase Manager, Marketing Manager, Office Staff (25 - 40 yrs old)
Place: Company's Conference Room
Time: 5 pm; 15 minutes for presentation. No competitors making presentations immediately before or after
Presenter: Sales Executive (23), who asked for and got Excelsior's permission to make a presentation.

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TRB 6.1C (Instructions at: TRB Chapter 6, Activity 6:1)

Group C: Presentation to the proprietor of a chain of eight ISD/STD booths in the city, Mega Communications (P) Ltd

Audience: Proprietor of Mega Communications (25, college drop-out) and a couple of her friends/advisors - one male the other female
Place: Either at Mega Communications Office or Hind-Toshi's Office. (Presenter to choose)
Time: Presenter to Choose
Presenter: Hind-Toschi's Marketing Manager to decide.

TRB 6.2G (Instructions at: TRB Chapter 6, Activity 6:2)

**Summary of Caselets for Oral Presentation
(to be distributed to all)**

Group A's presentation is by one of the managers of Open Sesame Ltd to GM - Marketing and senior colleagues in the Department of Marketing and Department of New Business.

Background: Open Sesame Ltd specializes in developing and marketing fancy devices that are not really essential but useful for those who detest chores. Examples: remote control for switching on/off fans, lights, and so on, an electronic spoon-cum-stirrer (for stirring sugar in tea/coffee), electric shoe shine. There is a market for fancy devices. Some of Open Sesame's pioneering products have been run-away successes. There have also been a few failures. Most of the new products marketed by Open Sesame are designed and manufactured in-house. The other products are imported.

Anyone can propose product ideas. No product is developed until it is cleared by the GM - Marketing.

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Group B's presentation is by a management consultant to the MD and Senior Managers of Arjun Buses Pvt Ltd, an operator of passenger buses.

Background: Arjun Buses Pvt Ltd has a fleet of 24 buses. It runs three of them on the fairly busy Madhupur - Dilnagar route. Since last year there have been three competitors with a total of five buses on this route. In spite of the competition this was a profitable route for Arjun Buses until last quarter. Since then Arjun's profits have dipped. Other bus operators, however, don't seem to have any new problem that has come up recently. That is why Arjun Buses asked the consultant to find out what has gone wrong with its operations on this route.

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Group C's presentation is by the CEO of Spring Chemicals Ltd to the reporters of English and regional language newspapers at a press conference convened by the company.

Background: One worker in the nearby flower processing and export plant died and several others fainted around 2 p.m. yesterday. Eye witnesses say that at least one worker at Spring Chemicals was taken in an unconscious state to the government hospital around 2 pm. The news that spread is that some poisonous gas leaked from the Spring Chemicals plant. Incidentally, there was a tragic accident at this plant four years ago in which three workers had died.

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Group D's presentation is by the CEO (and Vice President - New Business, and Vice President - Marketing) of Tata Airlines Ltd (TAL), a newly incorporated private airlines company of the TATAs, to Lufthansa's Senior VP (Ms Rebecca Heinz) and her colleagues in the Department that gives preliminary OK for joint ventures with other companies.

Background: Lufthansa pulled out of a joint venture with Desi Airlines a few years ago after what it described as serious differences in management styles and Desi's inability to honour some of its financial commitments. The venture ended in two years with a combined loss of nearly US\$ 153 million. Lufthansa was very disappointed also with the attitude of the Indian Government. Having burned its fingers once it may not be keen on a joint venture in India.

TRB 6.2A (Instructions at: TRB Chapter 6, Activity 6:2)

Group A

Situation for oral presentation

*Please study the situation, develop your own strategy, do any 'research' needed, invent credible details, make any reasonable *assumptions, and develop visuals in preparation for the presentation. Be also prepared to answer any questions from the audience. The presentation will be videoed and played back.*

Time limit for the presentation: 5 minutes; 1 minute extra for answering questions.

**If you are making any special assumptions, you can share them with the audience before your presentation starts. You can either circulate a brief background note or talk for a minute.*

Presenter: You are one of the Managers of Open Sesame Ltd, a company that specializes in developing and marketing fancy devices that are not really essential but useful for those who detest chores. Examples: remote control for switching off fans, lights, etc, an electronic spoon-cum-stirrer (for stirring sugar in tea/coffee), electric shoe shine.

Your Audience: General Manager-Marketing and your senior colleagues in the Department of Marketing and Department of New Business

Your Objective: Convince the audience that your idea of a voice-activated electronic page-turner is a marketable one and get their backing for developing the product. The page-turner you visualize turns pages if you give an oral command such as "Turn a page", "Turn two pages", "Turn back two pages", and "Turn to page 258".

Background: There is a market for fancy devices. Some of Open Sesame's pioneering products have been run-away successes. There have also been a few failures. Most of the new products Open Sesame markets are designed and manufactured in-house. The other products are imported.

The Department of New Business suggests new products. No product is developed until it is cleared by the GM-Marketing. Anyone can propose product ideas. It is a matter of great satisfaction when one's ideas are accepted and adopted for development.

TRB 6.2B (Instructions at: TRB Chapter 6, Activity 6:2)

Group B

Situation for oral presentation

*Please study the situation, develop your own strategy, do any 'research' needed, invent credible details, make any reasonable *assumptions, and develop visuals in preparation for the presentation. Be also prepared to answer any questions from the audience. The presentation will be videoed and played back.*

Time limit for the presentation: 5 minutes; 1 minute extra for answering questions.

**If you are making any special assumptions, you can share them with the audience before your presentation starts. You can either circulate a brief background note or talk for a minute.*

Presenter: You are a management consultant. You have been asked to study the losses incurred by Arjun Buses Pvt Ltd in running passenger buses on the fairly busy and once profitable Madhupur - Dilnagar route (distance: 34 km).

Your Audience: The MD and senior managers of Arjun Buses Pvt Ltd, an operator of passenger buses.

Your Objective: Present your findings and recommendations to the top managers of Arjun Buses Pvt Ltd. You want them to be convinced that you have identified the root cause of the problem and that if they follow your recommendations the operations on that route will be profitable again.

Background: Arjun Buses Pvt Ltd has a fleet of 24 buses. It runs three of them on the fairly busy Madhupur - Dilnagar route. Since last year there have been three competitors with a total of five buses on this route. In spite of the competition this was a profitable route for Arjun Buses until last quarter. Since then your profits have dipped. Other bus operators, however, don't seem to have any new problem that has come up recently. That is why Arjun Buses asked you to find out what has gone wrong with its operations on this route.

TRB 6.2C (Instructions at: TRB Chapter 6, Activity 6:2)

Group C

Situation for oral presentation

*Please study the situation, develop your own strategy, do any 'research' needed, invent credible details, make any reasonable *assumptions, and develop visuals in preparation for the presentation. Be also prepared to answer any questions from the audience. The presentation will be videoed and played back.*

Time limit for the presentation: 5 minutes; 1 minute extra for answering questions.

**If you are making any special assumptions, you can share them with the audience before your presentation starts. You can either circulate a brief background note or talk for a minute.*

Presenter: You are the CEO of Spring Chemicals Ltd.

Your Audience: Reporters of English and regional language newspapers in the city at a press conference convened by Spring Chemicals.

Place of presentation: Company conference hall.

Your Objective: To convince the reporters that the rumour about leak of poisonous gas from your factory this afternoon is baseless. As a very bad gas leak from your factory killed three workers four years ago, there is widespread belief that this time also the gas leak was from the works of Spring Chemicals.

Background: One worker in the nearby flower processing and export plant died and several others fainted around 2 p.m. yesterday. The news that spread is that some poisonous gas came from your plant. Although you have poisonous gases, since the tragic accident four years ago you have been following very strict safety procedures. It is also unbelievable that workers in a neighbouring factory are affected but none of your workers. Well, one of your workers fainted yesterday and was taken to hospital; but the doctor who attended on him has confirmed that it was not due to inhalation of any gases but because he had had severe diarrhoea.

TRB 6.2D (Instructions at: TRB Chapter 6, Activity 6:2)

Group D

Situation for team presentation

(Two or three presenters)

*Please study the situation, develop your own strategy, do any 'research' needed, invent credible details, make any reasonable *assumptions, and develop visuals in preparation for the presentation. Be also prepared to answer any questions from the audience. The presentation will be videoed and played back.*

Time limit for the presentation: 8 minutes; 2 minute extra for answering questions.

**If you are making any special assumptions, you can share them with the audience before your presentation starts. You can either circulate a brief background note or talk for a minute.*

Presenters: You are the CEO, Vice President - New Business, (and Vice President - Marketing) of Tata Airlines Ltd (TAL), a newly incorporated private airlines company of the TATAs. TAL hopes to start domestic flying operations in seven months' time.

Your Audience: Lufthansa's Senior Vice President (Ms Rebecca Heinz) and colleagues in the Department that studies and gives preliminary OK for joint ventures with other airlines.

Place of presentation: Lufthansa's head quarters in Germany.

Your Objective: To get Lufthansa interested in a joint venture with TAL for flying operations in and around India.

Background: Lufthansa pulled out of a joint venture with Desi Airlines a few years ago after what it described as serious differences in management styles and Desi's inability to honour some of its financial commitments. The venture ended in two years with a combined loss of nearly US\$ 153 million. It was rumoured at that time that Lufthansa was very disappointed also with the attitude of the Indian Government. Having burned its fingers once it may not be keen on a joint venture in India.

TRB 6:3 (Instructions at: TRB Chapter 6, Activity 6:4)

Will India ever be a world leader in software engineering?

Why do we watch cricket?

When should our politicians retire?

Why don't we win gold medals at the Olympics?

Why do our politicians believe in astrology?

What is the shortest way to a young woman's heart?

What is the shortest way to a married man's heart?

What is the best place to hide your cash?

Why are men better cooks than women?

Are you proud of being an Indian? Why? Why not?

What is your idea of an ideal husband?

What is your idea of an ideal wife?

What is your idea of an ideal grandfather?

What would you do if you were jailed for a crime you never committed?

What would you do if you became a crorepati in a TV game show?

What do you fear most in life?

What is the best time to get married? Why?

Why don't you get lost?

Will you marry me? (From Aishwarya/Hrithik)

How do you mend a puncture?

What'd you do if a colleague accused you of sexual harassment?

Are you crazy?

What will you tell your spouse who confesses to having had an affair?

Should India sign the CTBT and stop all nuclear testing?

Is the US a terrorist state?