

# Business Environment



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## Short Description

### Business Environment case study

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### CASE STUDY

An excellent international case study comes from bike manufacturer Triumph, which lost steam in its British home base three decades ago, but found new life by heading overseas. In 2010, Triumph sold just 7,562 bikes in the UK, but 50,000 worldwide, indicating that an international interest paid off for the company. Triumph's famous factory in Warwickshire closed up shop in 1983, but the Indian factory remained, and these days, the motorcycles have become the country's Harley Davidson. The company

struggles to meet demand in India, with a six month waiting list and a new factory being built. India's middle class has embraced the vehicle as an affordable commodity, even giving them as dowries in weddings.

**Answer the following question.**

**Q1. Give an overview of the case.**

**Q2. How did the bike manufacturer Triumph survive despite lost steam in his home town?**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**