

Business Administration



Brand: Mehta Solutions

Product Code: case1103

Weight: 0.00kg

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Short Description

Business Administration case study

Description

Bharat Heavy Electricals Ltd (BHEL) is major Indian public sector enterprise in power, engineering, and manufacturing divisions and centres spread all over the country. It exports to more than 45 countries.

The Vision 2001 statement of BHEL is as below.

MISSION: To be the leading engineering enterprise providing quality products, systems, and services in the fields of energy, transportation, industry, infrastructure, and other potential areas.

VALUES:

- **meeting commitments made to external and internal customers**
- **foster bearing, creativity, and speed of response**
- **respect for dignity and potential of individuals**
- **loyalty and pride in the company**
- **team playing**
- **zeal to excel**
- **integration and fairness in all matters**

BUSINESS MISSION: To maintain a leading position as suppliers of quality equipment, systems, and services in the field of conversion, transmission, utilisation, and conservation of energy for application in the areas of electric power, transportation, and gas exploration and industries. To utilise company's capabilities and resources to expand business into allied areas and other priority sectors of the economy like defence, communication, and electronics.

COMPANY OBJECTIVES:

Growth

To ensure a steady growth by enhancing the competitive edge of BHEL in existing business, new areas, and international operations.

Profitability

To provide a reasonable and adequate return on capital employed primarily through improvement in operational efficiency, capacity utilisation, and productivity and generate resources to finance the company's growth.

Customer

To build a high degree of customer confidence by providing increased value for his money through international standards of product quality, performance, and superior customer service

Technology

To achieve technological excellence in operations by development of indigenous

technologies and efficient absorption and adaptation of imported technologies to suit business needs and priorities and provide a competitive advantage to the company.

Image

To fulfill the expectation which stakeholders like government as owner, employees, customers, and the country at large have from BHEL.

Question:-

Analyses the vision statement of BHEL and comment on its positive and negative features.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers