

# XTRAVAGATE

- THE BUSINESS PROBE

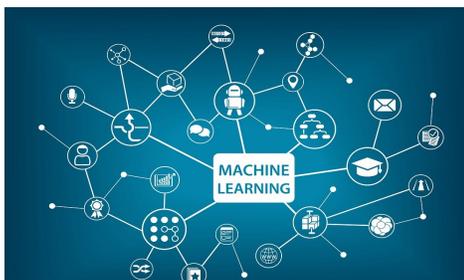
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*"Hardship often prepares  
an ordinary person for an  
extraordinary destiny "*

**- Christopher Markus**

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***“If you're passionate about something and you work hard, then I think you will be successful. ”***

***- Pierre Omidyar***

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## Conflict of Interests between ICC and BCCI

**B**oard of control for cricket in India (BCCI) is one of the oldest and one of the most powerful cricket board in the world. It was founded in the year 1926 after the Australian cricket board and is the richest cricket board in the world. It has a lot of authority over the decisions made by ICC.

Over the years, ICC has been dominated by BCCI, ACB and ECB boards who are collectively known as “The Big Three”. All the leading positions in the ICC were taken by people from these Big Three boards. They have continuously worked for the betterment of their own board and own country’s cricket rather than trying to expand the game to all over the world.

But now gone are the days of their monopoly over cricket. As more and more associate & affiliate teams are getting in the ICC’s members list, it is gaining more power to take decisions. There are 10 full test playing nations in the world, but to be precise, there are 107 countries which are a part of ICC. With such a huge number of participants in cricket, the duty of expanding it further and encouraging its affiliate and associate members to play more and more cricket with better infrastructure is of utmost importance for the council. And to achieve this, new rules and modifications are being done by the ICC. Starting it off, they introduced the new revenue model from this year, in which the revenue percentage of The Big Three has been reduced to bring uniformity among the boards.

In the recently held meeting at ICC, it was voted by the other members, except BCCI, to accept the new revenue model for the next 8 years. “Now BCCI will receive USD 293million, while ECB (England) will get USD 143 million, Zimbabwe Cricket USD 94 million and the

remaining seven Full Members USD 132 million each,” the ICC said in a statement.” Associate Members will receive funding of USD 280m in total. This model was passed by 13 votes to one,” it added. The decision came at the end of five days of ICC’s Board and Committee meetings.

In the meeting, it was also discussed to bring other reforms in the council to boost the game across the globe. A new constitution was also passed in the meeting. “The constitution reflects good governance, expands on and clarifies the roles and objectives of the ICC to provide leadership in international cricket” the ICC stated. The proposed constitutional changes include among others, the potential to include additional full members in the future subject to meeting membership criteria.



VS



***International  
Cricket Council***

It also calls for a removal of the affiliate level of membership for only two categories -- full member and associate member. Besides this, the introduction of an independent female director and a deputy chairman of the Board was also approved. The deputy chairman will be a sitting director elected by the Board to stand in for the chairman if he or she is unable to fulfil his or her duties.

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The new constitution also provides equal weight of votes for all board members regardless of membership status. "This is another step forward for world cricket and I look forward to concluding the work at the Annual Conference," ICC Chairman Shashank Manohar said. "I am confident we can provide a strong foundation for the sport to grow and improve globally in the future through the adoption of the revised financial model and governance structure," he added.

Is this the end of BCCI as the super power of cricket board? BCCI has been an ambassador for cricket and has popularised and marketed cricket in the country at a phenomenal level. Previously, ICC used to give revenue share according to the revenue generated by the board and BCCI was the largest revenue generator for ICC and hence, it used to get around 22-23% of the revenue. BCCI threatened to pull out of Champions Trophy 2017 as there was no basis of revenue share reduction even though they were the highest revenue generator. If expanding cricket is the main motive, then ICC just cannot stab BCCI because they are their highest earners. ICC should find out better ways than just reducing the revenue share.

With pressures from government, BCCI has agreed to participate in the ICC champions trophy, but it's still uncertain whether or not it will accept the new revenue model. What will be the consequences? Will government push BCCI to accept the terms and go on with it? This, only time will tell.

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***“ Chase the vision, not the money; the money will end up following you. “***

***- Tony Hsieh***

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***“Enjoy the game and chase your dreams. Dreams do come true!“***

***- Sachin***

***Tendulkar***

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***“I believe that if you hire a man to do a job, you ought to get out of the way and let him do it. If you doubt his ability, you shouldn't have hired him in the first place “***

**- Ray Kroc**

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## Does your Start-up need HR?

**N**ew idea, highly motivated founders, few employees, relaxed work place, no hierarchy or corporate clichés and flexibility.... These are the pictures that we get when we think of a Start-up work culture. And it is true that for a small Start-up consisting of 20-25 employees the normal departmentalisation of work is quite absurd and unnecessary. But what happens when the company is on a growth spurt, when there is increasing need of resources? There occurs the need of division of labour. Finance and marketing are handled by professionals even in small Start-ups with the inputs of the rest of the crew, but what about HR? There are conflicting opinions about the inclusion of HR in a Start-up. The major resistance stated is that HR seems to bring an element of corporate culture to an otherwise relaxed new gen work culture. People naturally resist change and concrete HR policies are major shift in work culture.

The next argument is that Start-ups are goal oriented, they are driven by passion and do not need an HR to motivate and align the team towards organisational goals. The employee enjoys his work, have fun and gets his pay; why to hire an HR? Other argument is that why have an in-house HR when you can outsource functions like payroll to a professional employer organizations (PEOs). All the arguments are valid. But one has to realise that if the Start-up becomes successful, it won't remain a Start-up for ever. Growing companies will need HR to sustain.

As the business flourishes, the need for talent increases. Talent acquisition is nothing less than a war in today's Start-up environment. A company need seasoned HR for creating the competitive advantage by hiring the right talent. Now what if the product launched fails and business is going down? The internal conflicts and issues thus created can be solved only through an intermediary – The HR. HR helps in burying the hatchet and reorienting the Start-up towards suc-

cess. Another important finding is that, women are the most vulnerable employees due to start-ups' lack of HR and general anti-harassment procedures. Female employees do not know where to go and whom to approach in such cases. HR policies and procedures in such cases can bring down number of such occurrences and help in resolving it without causing harm to the Start-up's Image. Start-ups woo talent by saying it is fun to work and hire talents across culture. But what happens when the culture doesn't blend, when someone doesn't fit in? At such situations, usually an HR tries to fix the issue. Understanding and safeguarding workplace ethics is another area that needs HR.

Another major concern for a Start-up is hiring the wrong talent and then the difficulty in firing the person, which usually ends up in expensive law suits. When there is HR, wrong hiring decisions will be minimal and there will be concrete exit policies that will eliminate all legal entanglements.



Considering all these, when should a Start-up hire an HR? For a Start-up in nascent stage, where its values and culture is driven by the founder, hiring an HR might prove counterproductive.

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***“You just have to pay attention to what people need and what has not been done. “***

***- Russell***

***Simmons***

The vision of the founder and the requirement set by HR should match, so as to hire the right set of talent. So according to the 'n' number of expert articles I came across, HR becomes important when the company reaches 50 employees. Start-ups often ignore HR until it's too late. Uber didn't make its first HR hire until 2014, by which point it had 500 employees. By that time Uber had to bear multiple allegations on sexual harassment and discrimination. Snapchat created its HR department only after offensive internal mails from its CEO became public.

An ambitious Start-up must know the importance of HR for its future growth and existence. But there are a few things to keep in mind when creating an HR department. Simplicity in procedures, structure that nurtures desired work culture and being original are a few. Copying MNCs' outdated HR practices won't work. Start-ups are innovation hubs, then why not reinvent and innovate HRMs? Start-ups need HRs to create a competitive advantage and to function as a system in the long run. When cultural differences and human conflicts occur, software and dashboards won't be able to solve the issue. It takes a human to understand another human. Business and company have perpetual existence and growth, and Human resource is the key to its success.

***“The best startups generally come from somebody needing to scratch an itch. “***

***- Michael***

***Arrington***



## The growth of Machine Learning and Artificial Intelligence

With the advent of computers and a sheer increase in the processing power of the computers, the rise of applications which are trying to utilize the processing prowess has been immense. With the growth of Artificial Intelligence which tries to mimic the behaviour of a human mind in action, the businesses around the world have recognized the need for application of Artificial Intelligence and Machine Learning to the core aspects of a business to gain more profits.

Machine Learning is extensively used in online businesses to predict the buying behaviour of a customer. Predictive algorithms like Random Forest, Naïve Bayes can be used to achieve an accuracy of upto 99% in predicting the requirements of the customer. As a result, using these algorithms to predict not only customer preferences but also business growth has become the new tradition of the day. E-commerce websites are the major users of Machine Learning algorithms to suggest customers' products based on their browsing history.

Machine Learning works based on historical data. This data is called the Training set. The training set enables a structurally well-defined model to be formed. The model so formed tries to predict for unknown set of data traditionally known as Test Data. This Test data is implemented via phases. And test data also trains the model and helps in developing the model to predict better and have a higher accuracy.

Machine Learning can be classified as supervised and unsupervised learning. In supervised learning, Training data includes both the input and the desired results whereas in unsupervised learning the training data lacks the input

of correct results. The entire model is based on predictive parsing in unsupervised learning. Businesses try to incorporate both forms of Machine Learning to create a more holistic model to predict the real-time data.

The additional advantage that Artificial Intelligence and Machine Learning will provide soon is the scope of complete automation. This will help business processes to improvise, adapt and overcome the challenges of running in a dynamic environment with continual change in requirements and thereby, continuous changes in outcomes.



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***“ It is a capital mistake to theorize before one has data. Insensibly, one begins to twist the facts to suit theories, instead of theories to suit facts. “***

**- Sherlock  
Holmes**

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***“There are only three measurements that tell you nearly everything you need to know about your organization’s overall performance: employee engagement, customer satisfaction, and cash flow.”***

***- Jack Welch***

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## Why is Employee Engagement so important?

**E**mployees are heart and soul to any organisation. In a study conducted by United States in 2006, their industries lost nearly \$300 billion due to employee absenteeism, diminished productivity and employee turnover. In an article published by Steve Crabtree in 2013, worldwide, only 13% of employees are engaged at work. Results were shared after conducting the study in 142 countries. In other words, only 1/8 of the workers are psychologically committed to make positive contributions to their work. There is a serious employee engagement concern around the globe even today. Companies are working on formulating strategies on how to keep employees engaged at work and retain them.



Employee engagement is the extent to which employees feel passionate about their jobs at the workplace. They are motivated, involved and highly committed to whatever they do. Better engagement means better productivity. Employees are less likely to quit, they are positive, satisfied and contented. They, in turn, can be more creative and communicative. 86% of the Dutch employees are proud of the work they do. The reason behind that is good relationship with colleagues, influential work enjoyment which leads to satisfaction as well as overall personal development.

An employee engagement activity was recently conducted at Jouve India, Chennai. I am currently pursuing my internship here. The idea was really simple. To organize games. This would allow existing employees to indulge themselves with new joiners. A coordinated effort from the HR team and some enthusiastic interns finally resulted into a successful event, the imperative motive of which was team building and interaction among employees.



There are numerous employee engagement programmes which have proven influential in the last decade. Encouraging employees to speak, rewarding them for a well done job, improving the Onboarding process for new employees, creating unique and flexible office environment, networking, visibility to employees among senior managers, allowing time for personal commitments, allowing them to know and work with other departments, flexibility in dress code regulations, motivational sessions, outings on annual basis, photo sessions, birthday and anniversary bash, art and music classes, and many more.

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Researches have shown us that organizations with high levels of employee engagement are more efficient and effective. Highly engaged employees are more customer-focused and take less time off. They care about the future of the organization and put a greater effort to meet its objectives. They always feel proud for the organization they work and stay inspired to do their best.



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***“If I had a brick for every time I’ve repeated the phrase Quality, Service, Cleanliness and Value, I think I’d probably be able to bridge the Atlantic Ocean with them ”***

**- Ray Kroc**

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***“The way your employees feel is the way your customers will feel. ”***

**- Sybil F. Stershic**

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## Marketing– an insight

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***“If you have more money than brains you should focus on out-bound marketing. If you have more brains than money, you should focus on in-bound marketing.”***

**- Guy Kawasaki**

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**F**or every marketer analysing the competitive world, there needs to be a full-fledged idea to map out the ways of clear plan execution to capture the market, and evidently, in the most creative ways possible. Revolutionary strategies can bring out the most desirable results, for which a starting point of the course must be clearly defined. But, immeasurable and impractical conversions need to be realized and optimized at an early stage, without losing much of the required time. Lessons need to be quickly learnt by keeping a watch over other competitive firms. Strategies need to be simple, effective, and crisp.

Hence, the process can be divided into 4 clear stages- **Understand, Plan, Execute, Evaluate**. This needs a lot of experience and expertise. The philosophy of marketing initially deals with how a business manages to stay abreast with the needs of the customers and have a keen interest over its competitive firms. This is how the phase of “Understanding” needs to be dealt with, for the firm to efficiently come up with the best “Marketing Plan”, in order to promote the product made, rigorously. A tactful plan needs a proper channel to deliver and the right technology to boost the firm’s work. Inbound Marketing is one such way of upcoming marketing techniques, which is gaining huge popularity. Along with such techniques, intrapreneurship can also result in creative outcomes.

Once a plan comes into picture, it is necessary to execute the plan and “stick to the knitting”. The original business needs to be finely implemented using hands-on approach and value driven resourceful techniques. Productivity through people must be the key to a successful execution of any plan.

Once the product has grabbed the attention of the targeted audience, it is essential to see how many have used it and found the product to be useful. Hence, an evaluation is required by obtaining feedback, to either improve the product or make necessary changes to introduce a new product on similar lines. This will not only capture a distinct position in the consumers’ brains, but will also have a lasting impression on the product, and ultimately, about the brand!

Lastly, it is all about introducing the right product, at the right place, to the right audience, at the right time, with the right technology to get the right impression!!



## Survival of the most adaptable

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***“To be built to last,  
you have to be built for  
change.”***

***- Jim Collins***

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Change is the only constant thing in this world. In these constantly and fast changing times, have you ever wondered how companies, whose foundations were laid centuries ago, are still successful? The time when start-ups are booming around with average life cycle of roughly 15 to 20 years, there are companies which are still glittering with more than 100 years of history. What could be their success mantra! What's their driving force?

If you Google the topic you will find factors such as strong corporate mission, culture, change management, deep relationships with partners, dedicated employees, financial stability as some of the reasons for long-term stability, but besides all of these, the ultimate aspect is 'value creation'. Unless and until a company makes break-through products or services one after another which adds value to customer, it is almost impossible for a company to grow. This needs adaptive nature of companies, to respond to changing customer demand using the latest technology and techniques. For example, Apple came up with break-through products like iPod, iPhone, mac-book & hence, tasted the exponential growth.

The other dimension of this can be innovation, as Uber co-founder Tavis Kalanick rightly said: "The distance between perception and reality is the innovator's playground". The innovation to the business is same as food to the humans, one can't survive for long without it. The companies should continuously innovate, neither for its own sake, nor for future function arms race, but to deliver 'meaningful differentiation'. That is, products and services that consumers recognise, value and are willing to pay- that's what keeps fuelling the business.

To ensure long-term success, a firm must comprehensively examine its business that includes evaluating the past and 'visioning' the future. This process involves what has been done and what needs to be done to ensure that the company has the "legs" to sustain itself for many years to come. Amazon follows the 'Day-1' philosophy, that is, they should have more patience, should not be reluctant to change and improve, & give their best. TATA follows their special business model, and have the unique code of conduct. GE's trait that business people especially admire: an ability to change direction unabashedly. But if you lose the pulse of the trend, then you will suffer the same fate as Nokia, Kodak, and Blackberry did. They became complacent with their success, assuming their current status would ensure their future status. Additionally, they lost the ability to adapt and evolve. They lost their competitive edge and their desire and belief in the need to innovate.



So here are some ground rules, based on which companies need to direct their energies in a way that will best prepare them for a successful future.

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***“The value of an idea lies in the using of it.”***

**- Thomas Edison**

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First, a firm should constantly explore its capabilities. Look out which capabilities should be retained & which new capabilities can be acquired to strengthen the company's position in the marketplace. Second, keep an eye on trends that will shape the services, programs, and products that the company offers to its target markets. Third, work in diversified markets, so that if one market slows down, you can pick up the slack with customers from another. Finally, to stay ahead of the curve, seek out how technology will evolve over the next decade and how you can leverage new trends to maximize your company's benefits to its customers. So, the bottom line is, be innovative and adaptable for long term survival, because 'Survival of the most adaptable' is the new business rule!

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***“I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying.”***

**- Jeff Bezos**

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## The 'Business' World of Football

Football, 'The beautiful game', is a popular sport and needs no introduction. With over 250 million players across more than 200 countries, and winning the hearts of billions, football deserves the tagline, 'The Global Sport'. The world of football not only consists of teams, players, coaches, match officials, physios, but also has players' agents, managers, transfer market, brand endorsement, jersey sponsorship, television rights, etc.

The game of football is played by 22 players on the field. But there is far more to the game; a large portion is played off the field today. Now, the 'business' part of the game. European football is popular worldwide. Escalating payouts from television agreements, shirt and kit deals, sponsors, and the Champions League are continuing to fuel higher values to the world's top soccer teams. As a result, investors who feasted on soccer teams during the past decade or so, are now looking very smart—especially those who bought English teams.

When it comes to Jersey sponsorship, Adidas and Manchester United signed the biggest ever deal in 2014. It came into effect from 2015-16 season. Sports-wear giant Adidas has signed a £750m deal to make Manchester United's kit for 10 years. It comes after US rival Nike's decision to end its association at the end of the 2014-15 season. Nike has been paying United £23.5m a year, and the new deal is worth a world record-breaking £75m (\$128m) a season to the Old Trafford club.

One may wonder why Adidas pays this much. The answer is simple, Marketing. Adidas chief executive Herbert Hainer said the deal would help the firm "to further strengthen our position in key

markets around the world". He also said that Adidas expects total sales to reach £1.5bn during the duration of this partnership. Also, in trading on the German stock exchange, the firm's shares closed up by 2.73% as the news rolled out.



Premier League (England) and LaLiga (Spain) are the most watched football leagues in the world. They attract viewers across the globe. The Premier League has sold television rights to its games for a record £5.136bn, 71% above last time in 2015. The most lucrative television deal in world professional football will generate a combined £10.4 billion, which will be distributed among all 20 Premier League clubs. It consists of £5.3bn for the broadcast of live matches by Sky and BT and ancillary deals, plus another £5.1bn from the sale of overseas rights. The deal runs for three years from 2016.

We can be rest assured that Sky Sports and BT Sports will make many folds their investment. The viewership of Premier League matches is increasing every year, especially in India and other Asian countries.

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***“Marketing takes a day to learn. Unfortunately it takes a lifetime to master ”***

***- Philip Kotler***

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Does the business part of the football hamper the game? They do, in certain aspects. For example, the match schedules are changed to fulfill TV broadcast commitments. Some teams will have to play consecutive matches without ample rest required. There are less loyal players these days, they don't feel attached with the club or its fans, they are more than ready to change clubs when more money is offered, especially from China and US in recent times.

But, is making business out of football all bad? Definitely no, the investments made in the sport makes it better day by day. The clubs earn a lot, they invest in grassroot levels to find new talents. The grounds are getting better, it gives better experience for both players and fans. The game is reaching new markets, the game gets popular and also grows parallelly.

Football is just more than a game, its Passion!!



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***“To win in the marketplace you must first win in the workplace. ”***

**- Doug Conant**

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***“Ideas are easy. Implementation is hard. ”***

**- Guy Kawasaki**

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## Why are Oil prices low now?

In recent times, it is a common news that the world is running out of the supply of Oil. It is expected that, this would lead to a reduction in the worldwide supply of oil and thus, increasing its cost. Astonishingly, the statistics proved it wrong. Recently, the price of oil has dropped significantly, thereby making oil relatively cheaper than ever. In this article, let us discuss the factors behind it.

Generally, the price of oil, gas and coal is primarily determined by the supply and demand. For industrial growth, usage of oil is inevitable, since oil is a prime raw material for production. The second force that determines the price is the emergence of monopoly positions of multinational oil companies and merchants. It allows them to set their own price.

In this era, another strong force emerged in the determination of oil prices. Recent research pointed out that, burning oil is one of the main causes for global warming. As a result, an alternative form of self-renewing energy must replace oil, as soon as possible.

OPEC (Organization of Petroleum Export Countries), plays a vital role in deciding the oil price. OPEC is an alliance of twelve-influential oil producing companies, that made them powerful enough to determine the world-wide supply of oil, hence controlling the price. OPEC, to defend itself from its competitors and to ensure safety of its position, recently increased the supply of oil and thereby reduced its price.

The recent emergence of Russian oil sales is another important factor which impacted the reduction of price of oil. Whenever OPEC decreased its produc-

tion to stabilize the price of oil, Russia gradually began to increase its market share, with a motive of gaining monopoly. This lead to reduction of oil price.

China, being the world's second largest economy, its internal politics play a vital role in determining the global oil price. China developed a strategy of aiding economies of poor countries, especially African countries in exchange for rights to drill and import oil directly from there. The geopolitical game of economically dominated countries to keep oil as an attractive source of energy, resulted in the lowering of oil prices in the world today.

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***“Make every detail perfect and limit the number of details to perfect.”***

***- Jack Dorsey***

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## MOVIE CORNER

## The Founder

**P**ersistence.

*Nothing in the world can take the place of persistence,*

*Talent won't; nothing is more common than unsuccessful men with talent.*

*Genius won't, unrewarded genius is practically a cliché.*

*Education won't; the world is full of educated fools.*

The founder directed by John Lee Hancock depicts "how the heck does a 52-year-old, over the hill, milkshake machine salesman, build a fast food empire with 1600 restaurants, in 50 states, five foreign countries, with an annual revenue, in the neighbourhood, of 700 million dollars" Ray Kroc (Michael Keaton), who tries to sell his multi-mixers (with his chicken egg story) all around the US, with no luck of getting any orders suddenly getting a call for 8, decides to check out this particular restaurant, the McDonald's, and the story begins.

The birth of McD's can be attributed to the speedy system developed by the McDonald brothers, Maurice "Mac" McDonald and Richard "Dick" McDonald but its growth begins only when a person having a business mind like Ray Kroc enters the company.

The film has infinite spectrum of perspectives, wearing the shoes of a management student, I would like to pick up certain lessons on building a successful company from the film.

### Dog eat Dog!! Rat eat Rat !!

The founder is not at all a nice going innocent movie, it's a business biopic and shows the true face of a business person. "business is war, Dog eat dog, rat eat rat, I want to take future, I want to win" Ray says to the brothers.

Having a clear vision, being competitive is important for any business to survive and progress.

The McD's brothers were not able to stand up against ray because of this,

'being nice' won't work always.

Unlike Ray, they will never be able to "put a hose in the mouth of a drowning competitor"

### Quality-Quantity

Franchising and expansion is a way to the future, but it's not always on the number you sell, especially in the food industry.

For Customer, if we want them to come back, food should be tasty and served neat and fast, it's the perfect balance of quality and quantity that we need.

Ray was hit by poor management, modified menus, cleanliness at its franchises and thus made him rethink. Ray hits on the idea of franchising to middle-class investors, who are more likely to be hands-on and willing to follow the McDonald's formula. This proved successful, and new franchises began opening across the Midwest, with Ray representing himself as the creator of McDonald's, and with managers checking on quality at the restaurants, McD's was again put on the right track.

### Type of business???

McDs was growing out of the roof but Ray was still in debts, he was going to lose his house until he met Harry Sonneborn, who made him realise that he is actually in real estate business, "You don't build an empire off a 1.4 percent cut of a 15-cent hamburger. You build it by owning the land upon which that burger is cooked". This gave him control over the franchise and more importantly, over the Brothers, he eventually buys them off with a new contract and handshake.

"Knowing what I am doing, what's my area of business" is an important thought for every entrepreneur.

### Partnerships

We are not good at everything, we can't be at all places at once and for that we need support, a fresh and different perspective, a variety opinion of a partner. Yep, a good partner can take us to the next level.

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***“Even if you flippin’  
fries at McDonald’s, if  
you are excellent, eve-  
rybody wants to be in  
your line. ”***

**-Oprah Winfrey**

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***“The two most impor-  
tant requirements for  
major success are:  
first, being in the right  
place at the right time,  
and second, doing  
something about it. ”***

**- Ray Kroc**

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*The McD’s brothers* -They were innovative, perfectionists and supportive to each other and hence they were successful in bringing up the speedy system. The combination was perfect- Dick was the brain, Mac was the dreamer, the perfect plan of Dick was backed up by the never give up attitude of Mac. Nothing stood in their way, be it the bridge through which they shifted their restaurant or the n times they practised to get the perfect combination for their speedy system.

On the other hand, a bad partner?? Ray and Ether (first wife) were not perfect and the realisation was full when he met Joan, who had the same mindset for greater things as Ray had.

### **The Flags and Chapels**

We learn what we seek & every experience is a learning. Ray had to travel all around the States searching for clients and his major observation were [the flags and](#) chapels.



Every state had this; it represented the American culture. People were passionate about America and the togetherness they felt seeing the flag, and the chapel was the place they came together to meet in peace.

*“Look for the Golden Arches at McDon-  
ald’s. The closest thing to home.”*

Ray took this idea to McD’s as he wanted it to be the new American symbol, McD’s the chapel and its golden rings- the new flag.

### **The Name**

“Why didn’t you just steal our idea, run away & start your own restaurant??” Dick asks Ray the question, I also had the same doubt while watching the movie, but then Ray explains it *“I would have failed,*

*what I am buying is not your idea, it’s the name ‘Mac Donald’s’, what a glorious name, will You eat at a place called Kroc’s?? I won’t”.*

The name is what will stay forever, it makes people remember the business, be it Tata or KFC, the name is the face of the business, which has a story to make people come back to you.

Ray may not have born into the McD’s name, but he certainly trademarked it to build an empire.

### **END?**

Ray Kroc, as his wife asks him, *“When’s enough going to be enough for you?”- Probably never.*  
Persistence!!

# Glimpses of Summer Internship 2017



Most of the interns who joined us this year. We hire less and have gotten more rigorous with the intern hire process. They come from different schools: NIT Trichy, Sastra etc. All of them want to work in a startup and have a clear idea on what they like: Machine Learning, Entrepreneurship, Digital Marketing etc. They don't want to follow the usual path taken by those before them. As a rule, they are smart and are self-starters with minimal input. Quite happy to work them them.

**At SellerGro– Recognition for the Interns on LinkedIn– Asief and team**



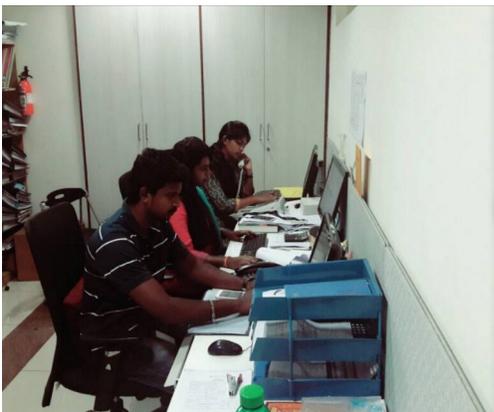
**At CoHo.in-Vivek and Keshav**



**At Zoho Corporation– with DoMS alumnus Mr. Adith (Batch 2013-2015)– Monisha and team**



**At Tamaala– with DoMS alumnus (Batch 1996) Mr. Vinay Prashant and Co-founder Mrs. Suvarna Kamakshi– Anurag and Imteyaz**



**At IIT Madras – Tryambak and Jessima**



**At Jouve India– Production and Support divisions– Abhishek, Roshan, Sindhura and Sharleena**

## Snippets

Tryambak Chatterjee and Aditi Shukla authored Research Paper titled “Consumer Preferences to Specific Features in Mobile Phones: A Comparative Study” has been published in the “International Journal of Emerging Research in Management and Technology”, Volume 6, Issue 5, May 2017.

Vineeth Kumar M, Pranav Kumar and Arnab Mazumdar (Batch 2015-2017), under the team named “Coppers”, won the 1st position in NIT Trichy’s “Buzz In The Campus, a Campus-improvement initiative”, in the month of May. The idea proposed was to create a smart transport system inside the campus, by connecting all the students and professors to the shuttles via apps, to use them effectively in the shortest possible time. The app will show the nearest shuttle on inputting location of passenger and can help the passenger in commuting.



**The Team Coppers**

The start-up venture of Vedant Khandelwal (Batch 2015-2017), who is the Co-founder of MyLivPro, has been published in [startupsuccessstories.in](http://startupsuccessstories.in). Details regarding the start-up right from the generation of idea to the initiatives taken by the team to bring this idea into the big picture, have been given. It is a start-up which has steps to bridge the gap between MBA syllabus and required skill set for the industry.



Xtravagate -The Business Probe, is an initiative by the 37th & 38th batch of MBA Department, NIT Trichy.

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**For Xtravagate Archives**



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