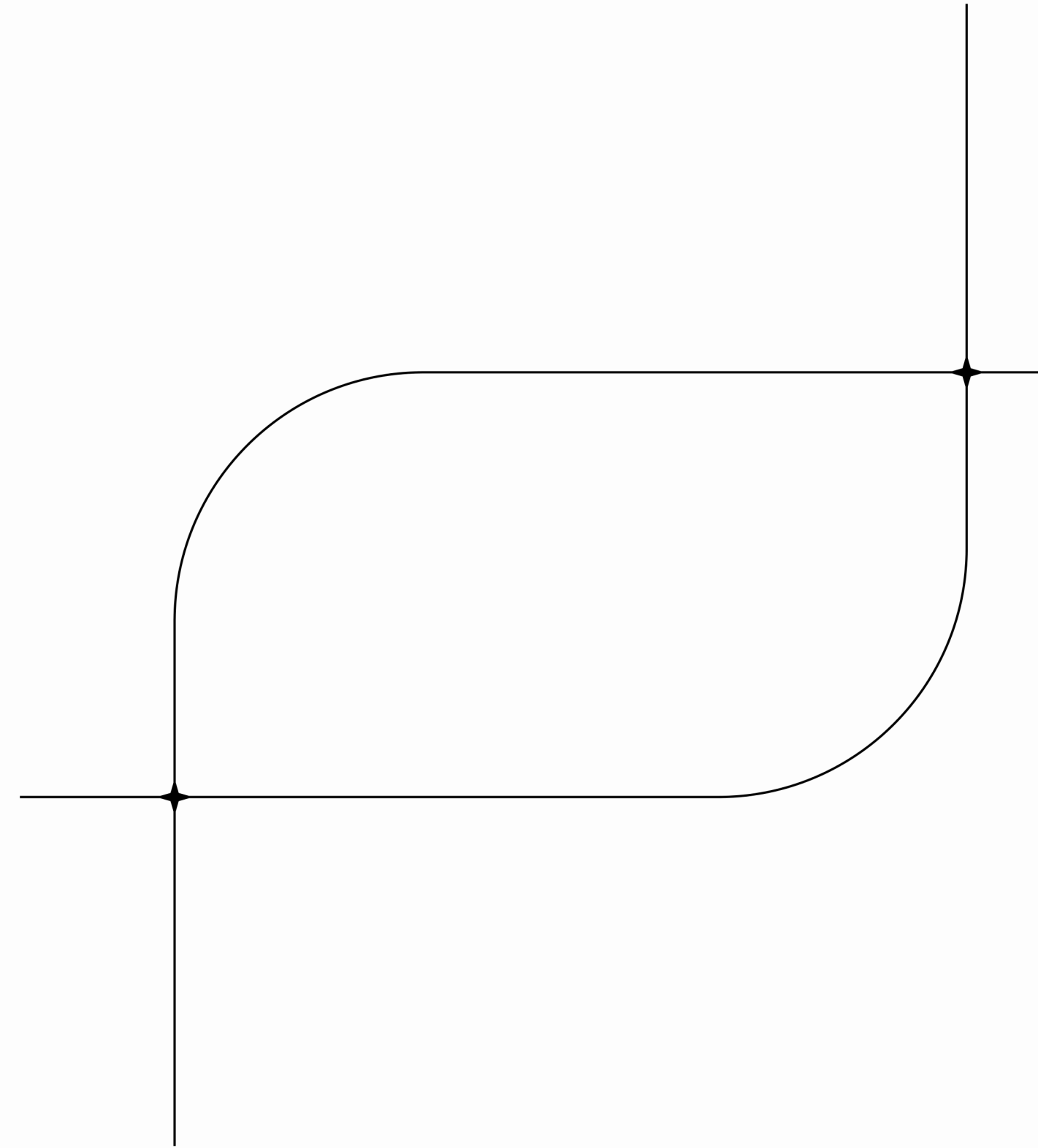


Modi-Revlon Case



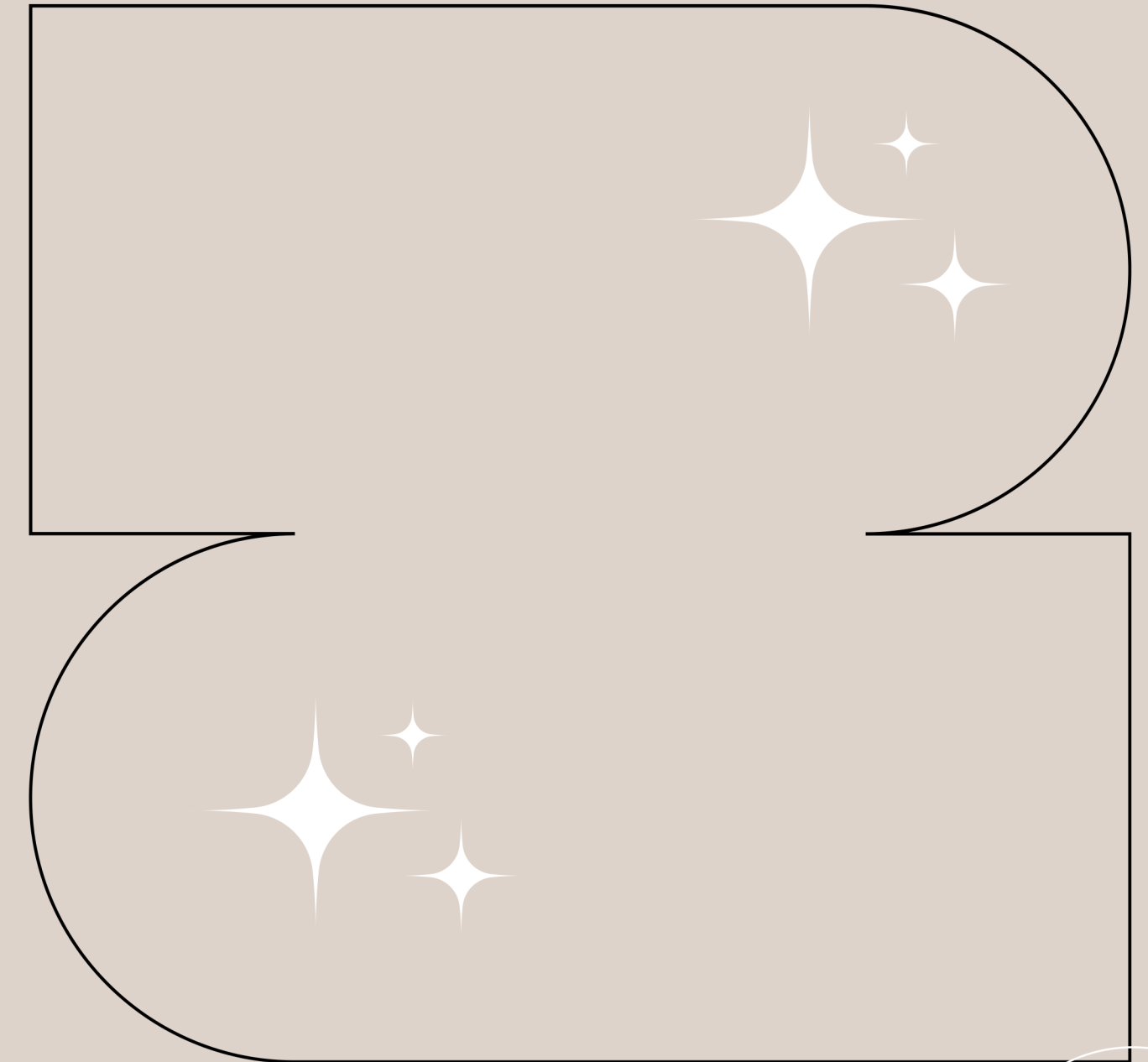


Introduction

The Modi-Revlon case discusses the issues that Revlon company had for some time faced in India and, in particular, shares the experience of a joint venture with the Modi Group company. This case is useful to provide not only a brief understanding of the strategic management of MNCs but also the strategic issues and operational challenges of the firms entering the emerging markets. The main objective of this work is to outline the detailed case solution for the Modi-Revlon situation, based on the analysis available on the casesolutions.com.

Background to the Joint Venture

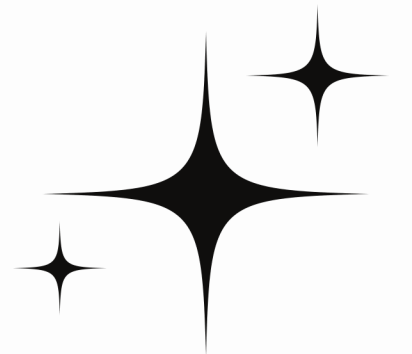
The International Cosmetic giant, Revlon entered India in early 1990s by forming a Joint Venture with Modi group of Industries and which was named as 'Modi-Revlon'. The rationale to this partnership was premised on the ability of Revlon to bring brand image and experience while Modi Group had well acquainted market experience in India to capitalize on the beauty and personal care niche market segment. However, like any other JV, this plan was not without its challenges; these include;ød cultural differences regulation issues competition issues



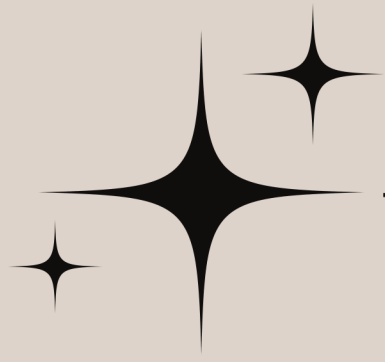


Effective Communication

Maintaining cultural diversity was crucial when dealing with the employees from America and India hence establishing ways through which communication could be enhanced was paramount. Programs that help in corporate cross-cultural training and focus on the creation of a collaborative work environment would help to solve the mentioned issues and improve teamwork.

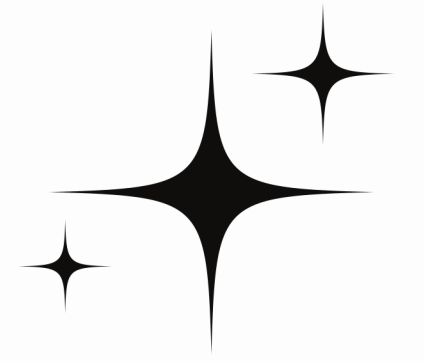


Conclusion



With specific reference to the Modi-Revlon case it is apparent that the ever so important fact that a business firm must conduct market research to identify the local culture before penetrating an emerging market was disregarded. With this awareness, the multinational firms would be in a better position to tackle the challenges by embarking on strategic market adaptation, strong and efficient distribution networks and communication and thus, have better returns on their undertakings in such a market as India. The detailed case solution that is provided on the-casesolutions. This site offers relevant information and implementation tips for the different business situations.

Resource



This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.