



entrepreneur
Success SERIES

An organizational makeover is always fascinating; more so because it involves several moving parts and adjacencies. Success is most likely when the organization's value offering is aligned with the immediate industrial environment.

This issue is about one such remarkable organizational transformation - ITC. Aptly, the accompanying research study presents a general perspective on how one needs to grasp the business environment and construct a value system suitable to an organization.

Warmly,

[The Editorial Team](#)



[Video Case Study](#)
ITC - The Strategic Transformation



If there is one corporation that today is far removed from its origins and is respected in its transformed avatar, it is ITC. An outcome of a determination to contribute to India's fundamental sectors; a quest that became a force multiplier on employment, environment and social numbers. [More](#).



[Entrepreneur Success Series](#)
[Constructing the Value System](#)

For any organization, the most important thing to identify early on is: *Does its value offering maximize the company's profit potential?* It is a question that demands deep and honest observation of itself and the environment.

This study shows, through real examples in different sectors, how one should observe industry value curves and figure out the optimal fitment for the product or service. [More](#)

Sattva Archives



[November 2017](#)
[Patagonia](#)



[October 2017](#)
[Narayana Hrudayalaya](#)



[September 2017](#)
[Google Inc.](#)

[Click here](#) to include your friends on the SATTVA mailing list

