

**Orders of the Hon'ble Vice-Chancellor dt.22-10-2024****CIRCULAR**

Sub: **Lecture Series of Professor of Practice of KLEF by Mr. RAJASEKHARCHEEKURTI**, Managing

Director & Chief Operating Officer for PEAC Poland, **for MBA II year students in Strategic Management – Communication - Reg.**

Ref: Letter from Dr.K. Hema Divya, HoD-MBA.

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This is to inform that the Department of MBA, KLEF, Vaddeswaram campus is organizing Lecture series of Professor of Practice of KLEF by **Mr. RAJASEKHAR CHEEMAKURTI**, Managing Director & Chief Operating Officer for PEAC Poland and taking up case study sessions in Strategic Management for MBA II year students as per the following schedule.

**About Mr. RAJASEKHAR CHEEMAKURTI**

Mr Rajasekhar Cheemakurti is a proud alumni of K L University who acquired his B.Tech Mechanical Engineering degree from KLEF in 2002. He did MS Finance from IITM India and MS Marketing from Poland, PLD from Harvard Business School. Currently he is working as Managing Director & Chief Operating Officer for PEAC Poland. He served many organizations in different leadership roles falling under C- Level. He is in advisory role of many prominent companies. He developed multiple scaling platforms for companies.

**Schedule of lecture series**

S.No.	Date	Day	Session Coverage
1	23-10-2024	Wednesday	Case Study 1
2	25-10-2024	Friday	Case Study 2
3	28-10-2024	Monday	Case Study 3
4	30-10-2024	Wednesday	Case Study 4
5	01-11-2024	Friday	Case Study 5
6	04-11-2024	Monday	Case Study 6
7	06-11-2024	Wednesday	Case Study 7
8	08-11-2024	Friday	Case Study 8
9	11-11-2024	Monday	Case Study 9
10	13-11-2024	Wednesday	Case Study 10

All the above sessions will take place from 10.10 AM to 12 NOON.

Web link to join above sessions

Strategic Management PoP sessions | General | Microsoft Teams

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For any further details Dr. D. Sundari Dadhabhai, Assoc. Professor, MBA, Mobile No: 90598 49965 can be contacted.

**REGISTRAR**

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Mail to: Hon'ble Vice-Presidents,  
KLEF

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All Associate Deans / Deputy Deans / PR Head

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Mail to: Advisor – NAAC & Hyderabad Operations - Prof. K.Koteswara Rao

Mail to: All HoDs / All Dy. HoDs / All Alt. HoDs

Mail to: Dr. K. Hema Divya, HoD-MBA

Mail to: All II Year MBA Students

Thanks & Regards



**Dr. K. Subba Rao**  
**REGISTRAR**

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**PROFESSOR OF PRACTICE SESSIONS ON STRATEGIC MANAGEMENT BY MR.  
RAJASEKHAR CHEEMAKURTI.**



**Date:- 22-10-2024.**

**Mode of Meeting: - Virtual.**

**Duration of the meeting: - 2 hrs. (120 minutes.)**

Mr. Rajasekhar, appointed as a Professor of Practice started his lecture series on 22nd October for MBA 2nd year students in Strategic management. Mr. Rajasekhar is a proud alumni of KL University who has finished his B.Tech in the sector of Mechanical Engineering in the year 2002. It was an honour and privilege provided to the students to understand and interact with a delegate who is working currently as a Managing director and Chief executive Operating Officer for PEAC Poland.

The session was commenced by Dr. Sundari Dadhabai Associate Professor at KLBS who introduced the speaker.

Mr. Rajasekhar welcomed the students and described his professional journey. The session covered NTFLIX case study, addressing the pattern and identification method dealing how to work on case studies.

Some of the Key points he explained through case study are

The Netflix Harvard Case Study explores the company's journey from a DVD-by-mail rental service to a global streaming giant.

It highlights key moments in Netflix's history, including:

**Early Success:** Netflix disrupted the traditional video rental industry with its innovative subscription model and focus on customer satisfaction.

**Shift to Streaming:** The company successfully transitioned to streaming video, leveraging its large customer base and recommendation algorithm.

**Content Expansion:** Netflix invested heavily in original content, producing critically acclaimed shows and movies that attracted new subscribers.

**Global Expansion:** The company expanded its services to international markets, facing challenges such as content licensing and localization.

**Pricing Strategy:** Netflix experimented with different pricing tiers and faced backlash from customers due to price increases.

**Competition:** The emergence of competitors like Amazon Prime Video and Disney+ intensified competition in the streaming market.

Overall, the case study showcases Netflix's ability to adapt to changing market dynamics, innovate, and build a strong brand reputation. It also highlights the challenges faced by the company in maintaining its leadership position in the streaming industry.

To bring a close boundary to the session Mr. Rajasekhar assisted students with their queries.

**Date:- 01-11-2024.**

**Mode of Meeting: - Virtual.**

**Duration of the meeting: - 2 hrs. (120 minutes.)**

The session was commenced by Dr. Sundar Dadhabai Associate Professor at KLBS introducing the speaker.

Mr. Rajasekhar welcomed the students. The session covered **SHEIN** Case Study, During the session the following were discussed

The Shein Harvard case study delves into the meteoric rise of the Chinese fast-fashion retailer. It highlights Shein's unique business model, which revolves around:

**Ultra-Fast Fashion:** Shein's ability to quickly identify and produce trendy clothing at lightning speed.

**Digital-First Approach:** The company leverages technology to analyze consumer data, optimize inventory, and streamline operations.

**Social Media Marketing:** Shein heavily relies on social media platforms to engage with its target audience and drive sales.

**Aggressive Pricing:** The company offers incredibly low prices, making its products accessible to a wide range of consumers.

While Shein has achieved remarkable success, the case study also discusses the challenges it faces:

**Sustainability Concerns:** The company has been criticized for its environmental impact and labor practices.

**Quality Issues:** Some customers have reported concerns about the quality of Shein's products.  
**Competition:** The fast-fashion industry is highly competitive, and Shein needs to constantly innovate to stay ahead.

The case study invites readers to analyze Shein's business model, assess its long-term sustainability, and consider the ethical implications of its rapid growth.

Sir has also discussed SHEIN with Zara and an article related to this was presented to understand the statistics of both companies.

### **SHEIN Case Study Session Summary**

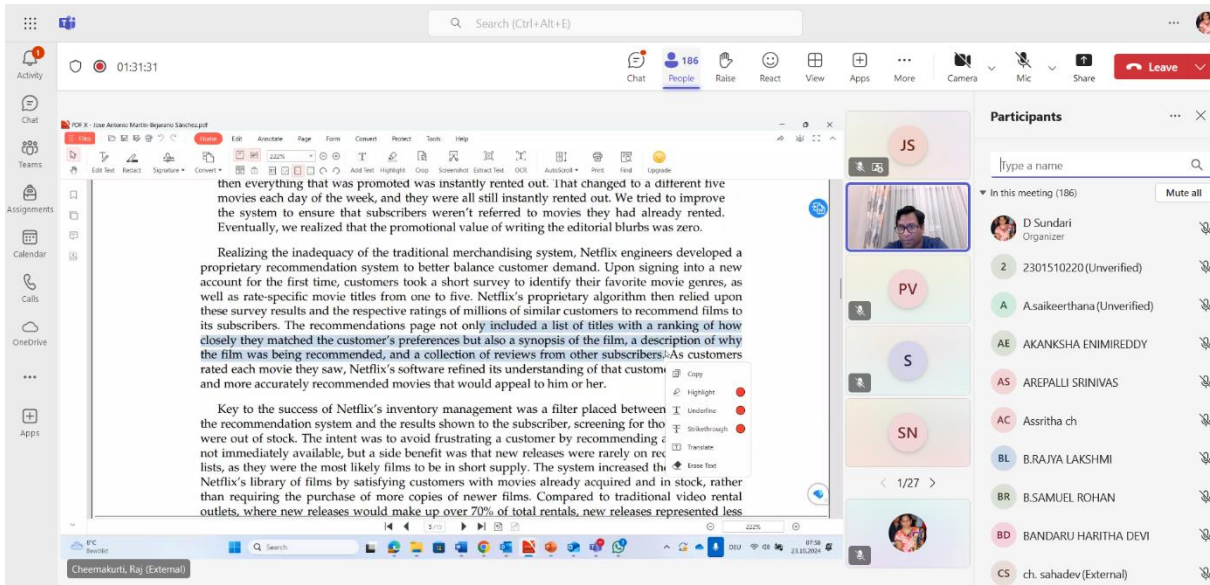
The discussion centers around SHEIN, which has captured market share from established fashion brands like Zara and H&M, known for being first-movers in developed countries. The main concept of this case study focuses on how SHEIN has sourced very cheap raw materials and started its journey with drop shipping, evolving into a world-class company, even competing with major brands such as Amazon, Zara, and H&M. SHEIN's primary target audience is Gen Z, who are highly influenced by and spend significant time on their phones. Capitalizing on this, SHEIN has leveraged platforms like Instagram, YouTube, TikTok, and other social media to penetrate the market, promoting its cost-efficiency compared to Zara and contributing to its rapid growth.

### **Key Factors in SHEIN's Rapid Growth:**

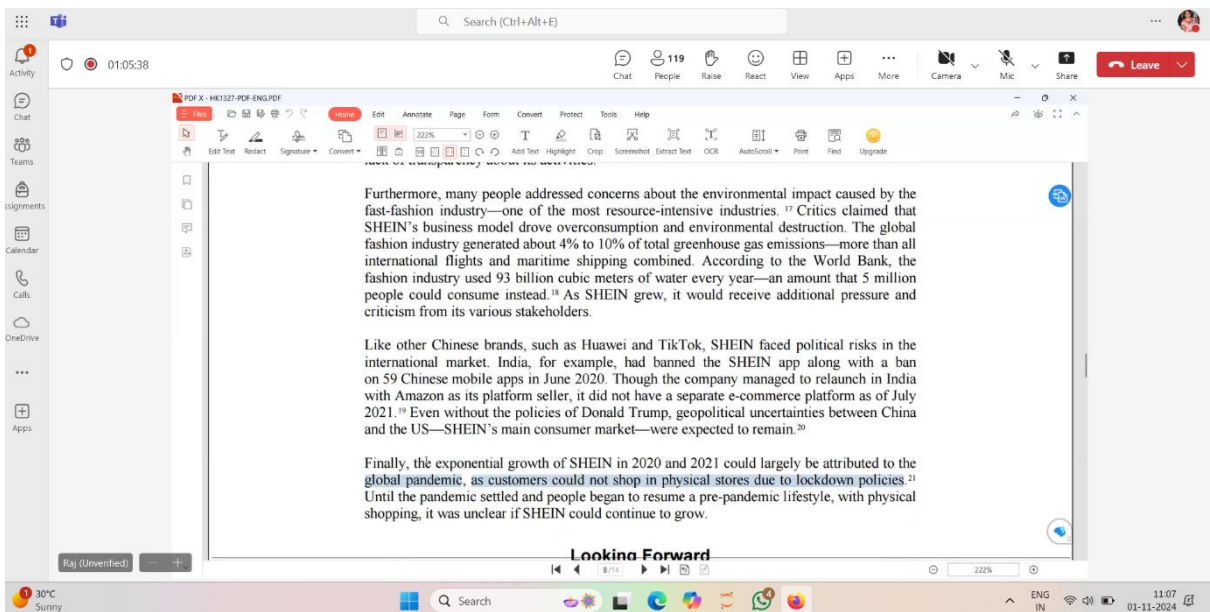
- Transitioned to personal branding instead of relying on Amazon as a third-party seller.
- Established its own manufacturing units.
- Used Instagram and other social media platforms for faster growth.
- Mass production of designs and adopted an ultra-fast fashion model.
- Produced low-cost products with versatile designs.

### **Current Challenges Facing SHEIN:**

- Low product quality.
- Environmental impact, including high water usage, as noted by the World Bank.



### 23<sup>rd</sup> October Session



### 1<sup>st</sup> November Session

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ilar global study conducted by IBM, in which over 750 corporate and public sector leaders were interviewed on the subject of innovation, researchers found that "competitive pressures have pushed business model innovation much higher than expected on CEOs' priority lists."<sup>2</sup> However, this level of interest may not have been too surprising given that the IBM study also found that companies whose operating margins had grown faster than their competitors' over the previous five years were twice as likely to emphasize business model innovation, as opposed to product or process innovation.<sup>3</sup> One CEO explained why his company's focus on business model innovation had grown:

*In the operations area, much of the innovations and cost savings that could be achieved have already been achieved. Our greatest focus is on business model innovation, which is where the greatest benefits lie. It's not enough to make a difference on product quality or delivery readiness.*

Within organizations, business model choices often go unchallenged for a long time.

Participants

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#### 4th November Session

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Side Two	Side that "Gets charged the Least"	Readers	Viewers	Web surfers	Application developer	Application developer	Game developer	Both sides are significant sources of platform revenue	Buyer	Application Developer	Application Developer	Percentage of successful trans
Advertisers	Advertisers	Advertisers	Advertisers	Advertisers	Advertisers	Advertisers	Advertisers	Advertisers	Seller	Seller	Seller	Seller

Majority of revenue comes from advertising

Revenue comes from advertising

The majority of revenue comes from the sale of advertising space

Most revenues go to packaged software

Game sales to end users are a significant source of revenue

Real estate broker fees from game consoles near or equal to those from real estate

Hardware sales primarily from smartphones and tablets

AppStore

Review of Network Economics, Vol. 2, pp. 191-209 (September 2004)

Participants

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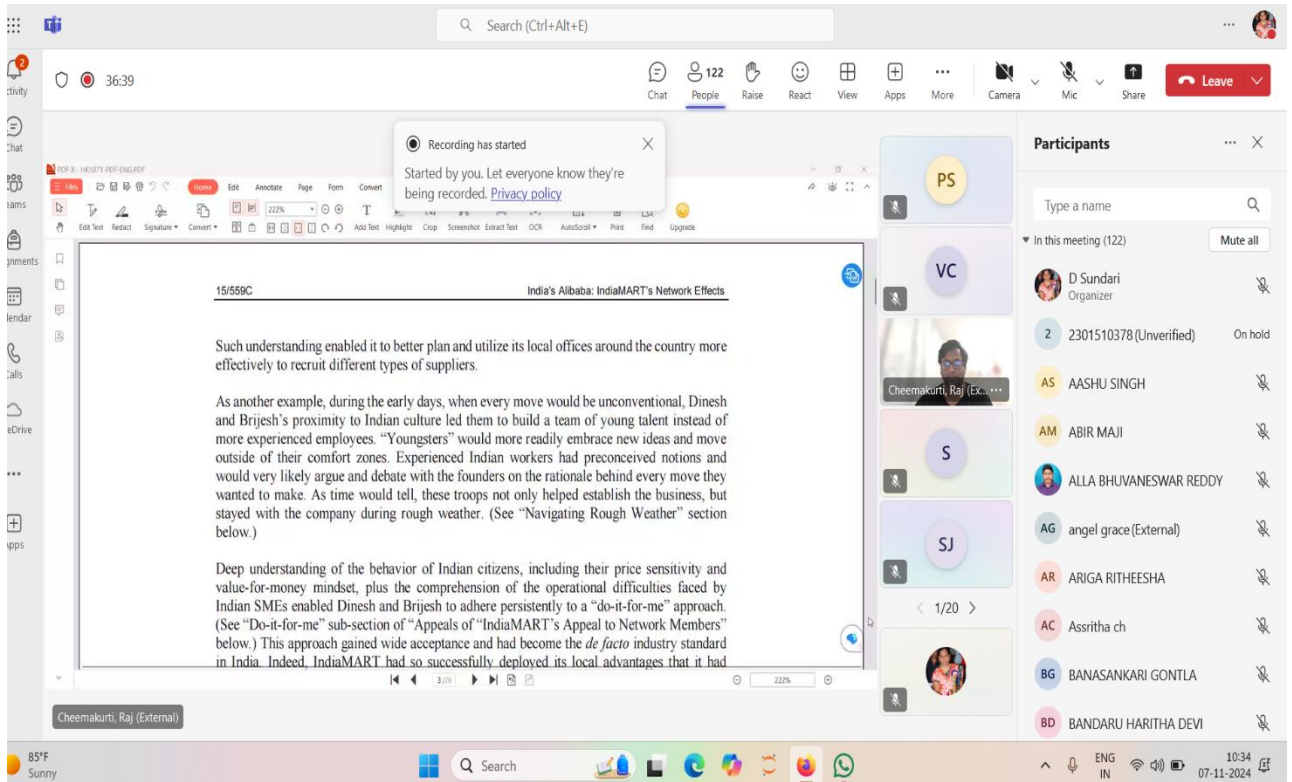
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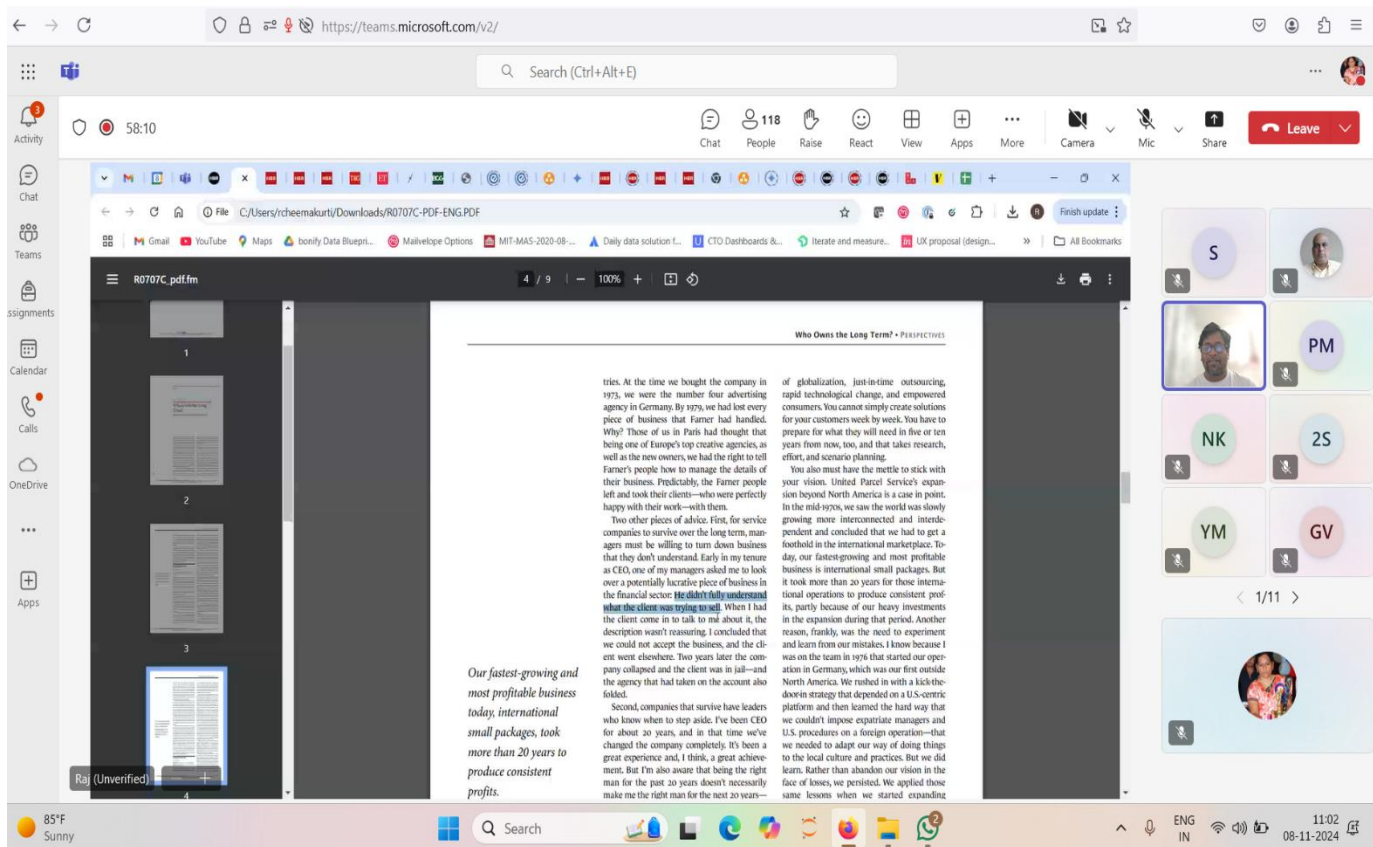
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06-11-2024

#### 6th November Session



7th November Session (25th October session rescheduled)



8th November Session



