



**TAPMI**

**T. A. PAI MANAGEMENT INSTITUTE  
MANIPAL - 576104**

*Research Seminar*

**“GROWTH STRATEGY IN ENTREPRENEUR MANAGED SMALL  
ORGANISATIONS – A STUDY IN AUTO COMPONENT MANUFACTURING  
ORGANIZATIONS IN INDIA”**

*Speaker*

***Prof. Satyajit Majumdar***

T. A. PAI Management Institute, Manipal

3.00 p.m. Dec 30, 2009, Classroom No. F2, TAPMI New Campus

All are invited

## Abstract

Entrepreneurs of small organisations describe growth differently. Growth strategy of these organisations is a function of industry structure and performance, entrepreneurial motivation, attitude, and competence of the entrepreneurs in strategy planning. The article based on Grounded Theory approach is an attempt in developing a theoretical framework on growth strategy planning in small entrepreneurial organizations. Two major patterns are emerging. In 'focused customer based growth strategy' entrepreneurial vision towards focusing on single customer is the basis for growth planning. Customer relations, low cost automation, and agility to match with the demand uncertainty are the important dimensions. In 'multiple opportunity based growth strategy' the entrepreneurs choose data based approach to search for new opportunities, value addition and cost efficiency with technology support. They develop investment capability to establish supply chain collaboration among manufacturing bases established at various locations.

### Contact:

Research Committee, T. A. PAI Management Institute

Email: [rpc@tapmi.edu.in](mailto:rpc@tapmi.edu.in)

Phone: +91-820-2701033

Log on: [www.tapmi.edu.in](http://www.tapmi.edu.in)