

Serveskriti '09

The annual ManageMenT Festival

Faculty of Management Studies
University of Delhi

Presents



KSHITIJ

**THE CASE STUDY
COMPETITION**

Kshitij'09

Faculty of Management Studies takes immense pleasure in presenting **Kshitij**, the case study competition, as part of Serveskriti – the annual flagship event of MBA - Management of Services, FMS.

Kshitij brings to you an opportunity to test your skills and ability to handle a case study wherein you are asked to generate, evaluate and recommend solutions for not only managing business risks, but also pursuing the path to growth and success for the organization in question, AIM Pvt. Ltd.

So, put on your thinking hats, and start polishing those grey cells before they fade. Make them work for the good of the organization and we promise you that AIM Pvt. Ltd. won't be the only one walking away with rich dividends!

Rules and Regulations:

Round 1

- A team can consist of maximum 2 members.
- Both the members have to be from the same institute.
- An individual can be part of a single team only.
- There is no restriction on the number of entries from the same college.
- Answers should be mailed in .pdf format and the financials have to be sent .xls/.xlsx format. Please adhere to:

Times New Roman Font, Size = 12 and Line Spacing = 1.5.

- The case study solution should not exceed 2000 words.
- Email for submission should have the following subject line :-

Kshitij_TeamName_InstituteName

- The content of the mail should include the following details:-

Name of the members, Institute Name, and Contact Details which should only be on the first page of the document and nowhere else in the solution

- All entries to be mailed to finesse.mbams@fms.edu

Round 2: Five teams will be shortlisted for Round 2

- The top 5 teams from Round 1 will have to present their solution at FMS Campus during Serveskriti'09.
- The presentation has to be in Microsoft PowerPoint (Max. 20 slides) to illustrate their approach and present their findings: approach, practicality of solution, feasibility and sustainability of the Solution
- The decision of the organizers and panel of judges will be final and binding on all participants

Dates to remember

- Submission of solutions for Round 1: 23:59:59 hrs, 13th December, 2009
- Declaration of results of Round 1: 14th December, 2009
- Final Presentations at FMS, South Campus: 20th December, 2009

Prizes:

First Prize- Rs. 20,000/-

Second Prize- Rs. 10,000/-

For any queries, contact:

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