

Patkai Christian College

Autonomous

Project report on:

Topic : Dimensions of family Business,
The success and reach of Multi-
National company.

Course Title : Entrepreneurship

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Date of Submission: 26/04/2021.

To Whom It May Concern

This is to certify that the present project report entitled on "Dimensions of family Business and The Success and Reach of Multinational Company" is the outcome of the original study conducted and carried out by Choppeza under the guidance and supervision for the partial fulfilment of B.com degree under Nagaland University and that to the best of my knowledge and belief, neither the project report nor any part of it has been submitted to any other university for diploma or degree.

I further certify that the student has fulfilled all the requirements leading to the submission of the project report. The project report may now be placed before the examiners for their assessment and evaluation.

Date: 26/04/2021

Declaration By Students

I hereby declare that the project report entitled on, "Dimensions of Family Business and Success and Reach of Multinational companies" is prepared by me under the guidance and supervision of Mr. Zakir Alam, Assistant professor, Department of Commerce, Patkai Christian College (Autonomous) in connection with partial fulfilment of B.com. degree.

Course code: COM 541

Course Title: Entrepreneurship, in commerce.

For I further declare that this dissertation has not been previously submitted elsewhere for the purpose of any other degree or diploma. Due acknowledgement have been made wherever anything has been referred to or cited in the dissertation.

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INTRODUCTION

Family business is the oldest and most common model of economic organisation. The vast majority of businesses throughout the world - from corner shops to multinational publicly listed organisations with hundreds of thousands of employees can be considered family businesses.

The economic prevalence and importance of this kind of business are often underestimated. However, as the 21st century global economic model replaces the old industrial model, government policy makers, economists and academics turn to entrepreneurial and family enterprises as a prime source of wealth creation and employment.

A multinational corporation is usually a large corporation incorporated in one country which produces or sells goods or services in various countries. Most of the largest and most influential companies of the modern age are publicly traded multinational corporations. Multinational corporations are subject to criticisms for lacking ethical standards. They have also become associated with multinational tax havens and base erosion and profit shifting tax avoidance activities.

Family Business

Family Business is a commercial organisation in which decision-making is influenced by multiple generations of a family, related by blood or marriage or adoption, who has both the ability to influence the vision of the business and the willingness to use this ability to pursue distinctive goals. They are closely identified with the firm through leadership or ownership.

The challenge faced by family businesses and their stakeholders, is to recognise the issues that they face, understand how to develop strategies to address them and more importantly, to create narratives or family stories that explain the emotional dimension of the issues to the family.

Reliance Industries:

Reliance Industries Limited is an Indian multinational conglomerate company headquartered in Mumbai, India. The company was founded on 8 May 1973, by Dhirubhai Ambani in which the company serves worldwide.

Reliance is one of the most profitable companies in India, the largest publicly traded company in India by market capitalisation, and the largest company in India as measured by revenue after recently surpassing the government-controlled Indian Oil Corporation.

As of 2020, the company ranked 96th on the Fortune Global 500 list of the world's biggest corporations.

Dimensions of Reliance Industries

Reliance owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail and telecommunications, and special economic zone development. On 31 March 2013, the company had 158 subsidiary companies and 7 associate companies.

Subsidiaries

1. Jio Platforms Limited, essentially a technology company, is a majority-owned subsidiary of RIL. It is the result of a corporate restructuring announced in October 2019, resulting in all the digital initiatives and the telecommunication assets being housed under this new subsidiary.
2. Reliance retail is the retail business wing of the Reliance Industries. Many brands like Reliance Fresh, Reliance footprint, Reliance Time Out, Reliance digital, Reliance jewel etc comes under Reliance retail brand.
3. Reliance Life Sciences works around medical, plant and industrial biotechnology opportunities. It specialises in manufacturing, branding, and marketing.
4. Reliance Logistics is a single window company selling transportation, distribution, warehousing, logistics and supply chain-related products. Reliance logistics is an asset based company with its own fleet and infrastructure.

5. Reliance Solar, the solar energy subsidiary of Reliance, was established to produce and retail solar energy systems primarily to remote and rural areas.

6. Reliance Industrial Infrastructure Limited is an associate company of RIL. It was incorporated in September 1988, with its main objective as to build and operate cross-country pipelines for transporting petroleum products.

7. Reliance Industrial Investments and Holdings Limited, a wholly-owned subsidiary of RIL provides financial services. The company owns securities of companies other than banks, as well as offers investment services.

8. Reliance Strategies Business Ventures Limited (RSBVL).

9. Network 18, a mass media company. It has interests in television, digital, platforms, publications, mobile apps and films.

Associates:

1. Reliance Jio Infocomm Limited (RJIL)

2. Reliance Institute of Life Sciences (RILS)

3. Reliance Clinical Research Services (RCRS)

4. LYF, a 4G-enabled, VOLTE device brand from Reliance Retail.

Adani Group

Adani Group is one of the leading business conglomerates and the largest integrated player in infrastructure and energy space in India. The headquarters being in Ahmedabad, Gujarat, India, founded by Gautam Adani in 1988 as a commodity trading business with the flagship company Adani Enterprises Limited.

Adani Group commenced as a commodity trading firm in 1988. The company quickly grew and diversified into the import and export of multi-basket commodities.

The Group has a global footprint with interests in infrastructure, power, Global trading, logistics, Energy, Port & Special Economic Zone, Mining, Oil & Gas, Agri business, FMCG products, Real Estate development, Bunkering etc.

Dimensions of Adani Group:

Adani Group's diverse businesses include energy, resources, logistics, agribusiness, real estate, financial services, defence and aerospace. Since inception, the group has focused on serving the diverse needs of people, deliver strong value propositions and contribute to nation-building.

1. Adani Ports & Special Economic Zone Ltd: It is the largest commercial ports operator in India accounting for nearly one-fourth of the cargo movement in the country. Its presence across 10 domestic ports in six East-time states of Gujarat, Goa, Kerala, Andhra Pradesh, Tamil Nadu and Odisha presents the most widespread national footprint with deepened hinterland connectivity.
2. Adani Power Ltd: It is the largest private thermal power producer in India. Adani is the world's first company to set up a coal based supercritical thermal power project registered under the Clean Development Mechanism of the Kyoto protocol.
3. Adani Transmission Ltd. In ~~2018~~ 2018, ATCL forayed into the distribution space with the acquisition of Reliance Infrastructure's Power Generation, Transmission and distribution Business in Mumbai. ATCL is the largest private transmission company and operates more than 11000 ckt km of transmission lines and around 18000 MVA of power transformation capacity.

4. Adani Gas Limited: Adani Gas is developing city gas distribution networks to supply the piped Natural Gas to the Industrial, Commercial, Domestic and compressed Natural Gas to the transport sector. Natural Gas is a convenient, reliable and environment-friendly fuel that allows consumers to enjoy a high level of safety, convenience, and economic efficiency.

Adani Group is one largest integrated infrastructure conglomerates with interests in the following Sector.

1. Resources (coal, mining and trading)
2. ~~The~~ Logistics (ports, logistics, shipping and rail).
3. Energy (Renewable and thermal power generation, transmission and distribution).
4. Agro (commodities, edible oil, food products, cold storage and grain silos).
5. Real Estate
6. Public Transport infrastructure
7. Consumer finance.
8. Solar manufacturing and
9. Defence.

Pepsi co

Pepsico. Inc. is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York, in the hamlet of Purchase. Founded in a year 1898, 28 August by Caleb Bradham, which served in a worldwide with a net revenue of US\$ 67.16 billion in 2019. Pepsico has interests in the manufacturing, marketing, and distribution of grain-based snack foods, beverages and other products. Pepsi co was formed in 1965 with the merger of the Pepsi-Cola company and Frito-Lay, Inc. Pepsi co has since expanded from its namesake product Pepsi to a broader range of food and beverage brands, the largest of which included an acquisition of Tropicana Products in 1998 and the Quaker Oats company in 2001, which added the Gatorade brand to its portfolio.

Success Of Pepsi co

Pepsico is one of the world's most known brands. Pepsi co has grown tremendously since then and has become a brand that now manufactures drinks with several formulations. Pepsi's popularity has grown to at least as much as its competitor coca cola.

Pepsico quickly became one of the world's leading food and beverage companies.

Pepsico products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. In 2020, Pepsi co generated more than \$70 billion in net revenue, & driven by a complementary food and beverage portfolio that includes FritoLay, Pepsi-Cola, Quaker, Tropicana and SodaStream. Pepsi co's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales.

Geographic reach of Pepsi Co.

PepsiCo battles with its eternal rival of the Coca-Cola company. PepsiCo's beverage brands include Pepsi, Mountain Dew, Tropicana, Capri, and Aquafina water. The company also owns Frito-Lay-Maker with offerings such as Long's, Ruffles, Doritos, and Cheetos.

Most of the products are sold to independent distributors and retailers. Pepsi products are available in 200-plus countries, although the US accounts for nearly 60% of total sales. The company operates about half of its bottling plants and distribution facilities. The company was incorporated in Delaware in 1919 and reincorporated in North Carolina in 1986.

Conclusion

The family business is the lifeblood of our global economy. The vast majority ~~are~~ of firms are family owned and they account for a significant percentage of most countries' gross domestic product. Family-owned firms are the pillars of in our communities and our business society.

Multinational companies need to evaluate social responsibility, employee devilmment, competitors and customers in accordance with the business ethics.

Multinational companies to grow in terms of sales and profits, it is vital for them to consider business ethics. The companies should develop ethics initiatives build on cultural, regulatory, and ethical frameworks of the countries where they operate in.

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