

A CASE STUDY OF -- REVAMPING AKBARALLY'S TO AKBARALLY'S MEN'S

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ABSTRACT

Akbarallys case discusses the turnaround challenges for a family managed the business. Akbarallys started the concept of convenient shopping and family shopping under one roof. Thus began the story of organized retailing. The firm was set up by the Khorakiwallas. The family-owned business grew rapidly adding several business verticals including bakery products under the brand name Monginis. Subsequently, the organization and family underwent several changes and also added verticals to its business, such as Pharma company Wockhardt. The case discusses the business challenges of a 118yearold standing retail chain which almost went into a close-down and its revival challenges.

KEYWORDS: *Family managed business, Turnaround, Succession plan*

Article History

Received: 28 Jun 2019 | Revised: 10 Jul 2019 | Accepted: 17 Jul 2019
