

**Title:** Flora Design Academy: A Success Story?

**Case Reference No.:** 808-028-1

**Authors:** Dhar, S. (Nirma University); Sharma, P. (Centre for Environment Education); Maurya, N. (National Innovation Foundation); Sharma, K. (JaganNath Institute of Management Sciences)

Published in: 2008

**Length:** 8 pages

**Data source:** Field research

**Abstract:**

The case gives an overview of the journey of the young entrepreneurs who through their innovative marketing strategies and unique business models were able to grow to a 95 crore company with a national presence within a period of just eight years and on a meagre initial investment of 15 lakhs only. The case highlights their entrepreneurial skills that helped them in achieving this growth, creating a niche for themselves in the education sector and making their presence felt nationwide. It also talks about the manner in which they created opportunities for their exponential growth from the external reality while giving due emphasis to internal customers. The objective of the present case is to make the participants understand the concepts of business model, marketing strategies, channel management, value proposition, entrepreneurial skills and macro environment. Teaching notes: (1) the issues involved in the case are exponential growth, creating a niche, and human resources issues.; (2) 15-20 minutes are to be spent on each issue; (3) the participants should have a fair understanding of the macro environment, marketing management, entrepreneurship and multimedia industry; and (4) first, there should be individual, and then group analysis. The ideal size of the group would be 4-5.

**Topics:**

Entrepreneurship; Marketing strategies; Business model

**Settings:**

Western India, Education, Small, 2007