

Case Study : DishTV India is an Indian Subscription based satellite television provider. The company is facing competition and losing its customer base to other telecommunication providers who offer triple play services. What strategies should the company adopt to save its customer base and expand its services?

Specific questions to address:

How can the company assess the various risks it faces in its operations due to the above situation?

Can you build a situational framework the company should adopt in this situation?

Write down you are understanding as well as your suggestions that should adopt to enter this market and expand its service base.