EXECUTIVE SUMMARY

Daring to dream and the motivation to fulfill the dream is not what everyone can do. The Indian business community was ruled by the British in the 18th century. To do business under the rule of the British was not easy. This is a story of a man who cared about his nation and the people. He wanted to move India out of the backwardness and industrialize it. Jamsetji Tata started his business from a textile industry at a very young age and later moved on to the iron and steel industry. He had a great business strategy with which he created a structure that is called the Tata Group. In this paper, we are looking at this interesting case from the Indian business community.

Keywords: Strategy, Structure, Tata group, Business history