

# VIPANAN



*Where News & Management Meet*

## NESTLE, STARBUCKS WRAP UP \$7.15-B LICENSING DEAL

Nestle on Tuesday said it has sealed a deal to market the products of US coffee giant Starbucks around the world, outside of its cafes. Under the deal, some 500 Starbucks employees in the United States and Europe will join Nestle, the Swiss Company said in a statement. According to the statement, the deal will significantly boost Nestle's portfolio in North America.

**The biggest hurdle is rejection. Any business you start, be ready for it. The difference between successful people and unsuccessful people is the successful people do all the things the unsuccessful people don't want to do. When 10 doors are slammed in your face, go to door number 11 enthusiastically, with a smile on your face.**

- John Paul DeJoria

## APPLE TO UNVEIL CHEAPER MACBOOK

Apple will soon release a low cost MacBook at the end of this year. The new laptop will look similar to MacBook air, but will include thinner bezels around the screen. The display will remain around 13 inches and will have a higher resolution Retina version that Apple uses on other products. This will be aimed at consumers looking for a cheaper apple product.

## GOVERNMENT ENTITIES TO GROW DATA BUSINESS. LENOVO IS GOING TO WORK WITH STARTUPS

Lenovo is going to work with startups and government partners to host applications of companies in manufacturing, financial services, academia and healthcare sectors to expand its data centre business in India. The investment is \$1.2 billion in the R&D of Artificial Intelligence and Lenovo is also looking at its Chennai facility that manufactures around 5 billion smartphones annually.

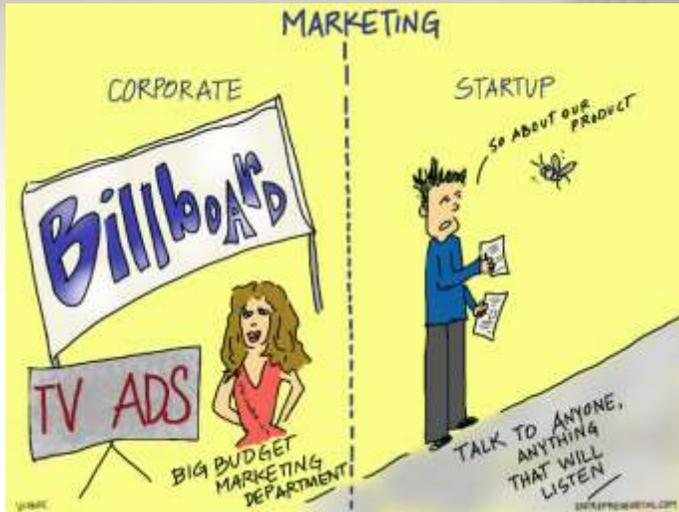
## SANTOOR DETHRONES LUX TO TAKE THE 2ND SPOT

Santoor soap brand has toppled Lux as the no. 2 soap by the all Indian volumes for the first time. Volume share of Santoor was 14.9 % as compared to Lux's 13.9 %. Lifebuoy still holds the top spot having a volume share of 18.7 %. Santoor had previously closed 2017-18 on a turnover of 1930 crore. Chief executive Anil Chugh said that they had achieved this through distribution reach and consistent advertising.



## WHY DID NOKIA FAIL

In 2008, Nokia was ruling the whole market may it be Asian, European, or American. It was that time when google and apple altered the whole scenario. They analysed the market in such a way that in the year 2010, Apple and Android had 3 lacks and 1.25 Lacks whereas Nokia had only 20000 apps. The newly appointed CEO Stephen Elop at that time, decided to make a partnership with Microsoft and optimize Windows instead of using Android. The result was so disastrous that when he launched two new products LUMIA 800 and LUMIA 750, they got sold to only 2 million people in comparison to the 450 million benchmark which they already crossed two years back. The company made a financial loss of around 1.76 billion\$.



## HIDDEN MEANING BEHIND COMPANY BRAND NAME

**Facebook:** Mark Zuckerberg created Facebook, Inc. as a way to connect Harvard University students online in 2004. The company's name comes from the physical "face book" directories of students' faces and names given throughout university campuses in the United States. Originally, it was called TheFacebook.com, but Zuckerberg dropped the "The" at the beginning of the company's name a year later. Now TheFacebook.com simply re-directs users to Facebook.com. When asked what he would do differently during an interview with TechCrunch, Zuckerberg answered, "I'd get the right domain name."

## INTERESTING STORY BEHIND FAMOUS BRAND LOGO

**Nike:** Nike has a simple yet powerful logo. Nike is the Greek goddess of victory. The logo is derived from her wing, 'Swoosh'. Greek mythology says that Swoosh is the giver of immense power and motivation to the warriors. This makes it the perfect logo for an apparel and accessories brand for sportspersons.



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