



# CHALLENGES FACED BY STARTUPS AND ESTABLISHED COMPANIES

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## ABSTRACT :

This dissertation presents the challenges for startups and incumbent firms in the current fast-paced, dynamic, and competitive business environment. Using interviews and primary research across five different organizations—Abbott Healthcare, Talerang, X Wear, Williams & Harry, and Gangotri Real Estate—the study compares and contrasts a range of challenges such as financing, scalability, innovation, bureaucracy, and flexibility. Its purpose is to bridge theoretical scholarly concepts with real-world implementation, offering useful insights to aspiring entrepreneurs and corporate managers.

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### Chapter 1 : Introduction

This chapter offers an overall comparison of startups and mature companies, explaining their business models, organizational models, and market forces. It explains the need and importance of comparing their respective issues and formulating the objectives :

Primarily focused on examining the differences in marketing practices and operational issues based on the nature of the company. The relevance of this study is highlighted by its focus on flexibility, innovation, and brand interaction in various business contexts.

### Chapter 2 : Literature Review

**This sub-section deals with the existing theories and concepts regarding startup agility and firm inflexibility.**

#### It highlights:

- Eric Ries and Peter Drucker's Startup Ecosystem principles.
- Corporate strategy and inertia, especially in regulated sectors like healthcare.
- Comparative structures like ambidextrous organizations (Gans et al., 2018) integrate the benefits of entrepreneurial flexibility with traditional corporate structures.
- Real-world corporate case studies are examined in light of these theoretical models.

### Chapter 3 : Methodology

**A mixed-methodological design was used. The initial data were gathered from:**

- Interviews with experts and founders.
- Observations of Abbott and Talerang internships.

Secondary data was gathered from books, reports, and journals.

Five companies of different industries and sizes were selected for cross-sectional comparison. Thematic analysis was used for qualitative data and the problems were graphically represented and depicted through SWOT analysis.

### Chapter 4 : Findings:

#### Material observations are:

- Startups such as X Wear and Williams & Harry are nimble but under-capitalized. They are dependent on online advertising and face visibility, funding, and recruitment challenges.
- Scale and brand trust of established players such as Abbott and Gangotri are hamstrung by change resistance, digital adoption, and deep hierarchy.
- Hybrid models like Talerang merge the two sides—offering structure with flexibility.

Every company demonstrates how customer engagement strategies and marketing practices differ significantly depending on size, industry, and corporate environment.

#### **Chapter 5 : Conclusion and Recommendations**

Startups live for innovation and velocity but have to combat low capital and visibility.

Established companies possess operational power but need to enhance flexibility and modernization.

Hybrid enterprises demonstrate that a combined strategy can result in sustainable development.

- For start-ups: Use influencer marketing, automate processes early on, and invest in founder branding.
- For corporates: Promote intrapreneurship, listen to your field team, and modernise your marketing.
- For everyone: Adapt, innovate and be customer-centric in a constantly changing landscape.

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