

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Techniche – Infancy**

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**Please contact the corresponding authors if you would like to access the full case.**

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## **Technique – Infancy**

**Abstract:** This case can be employed in bachelor's, MBA, Executive MBA classes in entrepreneurship and marketing. It can be used to discuss concepts of effectuation theory that help understand the principles of effectuation theory – bird in hand, lemonade, crazy quilt and affordable loss. The case can also be useful to understand how an entrepreneur goes about developing a market and expanding products on the basis of the three questions – who am I? what do I know? Who do I know? It can be used to deliberate effectuation principles – bird in hand, lemonade, crazy quilt and affordable loss.

**Key words:** market development, effectuation, bird in hand, lemonade, crazy quilt, affordable loss, woman expatriate entrepreneur, Dubai, heat stress management, GCC, COVID-19

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