Applying the Regatta Metaphor to Analyze BPM Maturity Levels in MTNL, Swiggy and Amazon

Shristhi Lakra

MBA/4TH SEMESTER

Tecnia Institute of Advanced Studies, New Delhi, India

Abstract: *This live project focuses on analyzing the business process management (BPM) maturity of three companies-MTNL, Swiggy and Amazon-using regatta Metaphor as a visual and conceptual tool. The aim of the project is to assess BPM maturity in MTNL, Swiggy and Amazon using Regatta metaphor as an analytical tool to identify which company is ahead and why. Descriptive type of research has been used. Data has been collected via company profiles, news articles, annual reports, case studies, YouTube interviews or documentaries. Several tools including: Regatta metaphor framework and BPM maturity levels has been used. The key findings indicate that MTNL operates at low level of BPM maturity, while Swiggy and Amazon operate at medium and high level of BPM maturity. The 3 companies(MTNL, swiggy and amazon) have been compared with boat race, wherein MTNL is like an old and damaged boat which floats but struggles to move forward; swiggy is like a modern boat which moves steadily but is occasionally off-balance; amazon is like a high-tech speedboat which is always ahead and adjusts instantly to race conditions.*

Keywords: MTNL, Swiggy and Amazon