**Strategic Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. Vikas is the CEO of "GreenTech Solutions," a mid-sized company that manufactures solar panels. The company has been experiencing declining sales over the past year due to increased competition, rising raw material costs, and changes in government policies. Vikas decides to conduct a strategic analysis to identify GreenTech's strengths, weaknesses, opportunities, and threats (SWOT) to create a plan for future growth.**

**Question:**

**Using the SWOT analysis framework, help Vikas assess the current situation of GreenTech Solutions. Provide strategic recommendations based on the analysis to improve the company's performance.**

**Answer:**

**Introduction:**

GreenTech Solutions, led by CEO Vikas, is facing declining sales due to heightened competition, rising raw material costs, and fluctuating government policies. To address these challenges, a SWOT analysis will provide valuable insights into the company’s strengths, weaknesses, opportunities, and threats. This analysis will serve as a foundation for strategic recommendations aimed at improving GreenTech’s performance and driving future growth.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, GreenTech Solutions can position itself for sustainable growth. A focus on cost efficiency, innovation, market diversification, and strategic alliances will allow the company to outperform competitors and thrive in a challenging market.

**SWOT Analysis for GreenTech Solutions:**

**This is partially solved sample answer**

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**2. Meera is the founder of "EcoWear," a startup producing biodegradable clothing. After initial success in her home city, Meera wants to scale her business nationally. However, she faces challenges like increasing competition, limited brand recognition, and higher logistics costs for nationwide distribution. To achieve sustainable growth, Meera decides to formulate a strategy that aligns her resources and capabilities with market opportunities.**

**Question:**

**Assist Meera in formulating a growth strategy for EcoWear by identifying key strategic goals and actionable steps.**

**Answer:**

**Introduction:**

Meera, the founder of EcoWear, aims to scale her biodegradable clothing business nationally. Despite initial success, she faces challenges such as increased competition, limited brand recognition, and high logistics costs. To ensure sustainable growth, she needs a well-defined strategy that leverages her resources and aligns with market opportunities, addressing these challenges effectively.

To assist Meera in formulating a growth strategy for EcoWear, here’s a structured approach that focuses on addressing her challenges while aligning her resources and capabilities with market opportunities:

**1. Key Strategic Goals for EcoWear's Growth:**

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**3a. Ananya recently started a bakery called "Baked Bliss" that specializes in organic, gluten- free pastries. She wants her bakery to stand out in the market and develop a clear identity for customers. Ananya believes having a well-defined vision and mission statement will help her communicate her values and goals effectively. She asks for your help in drafting these statements.**

**Question:**

**Help Ananya create a vision and mission statement for "Baked Bliss" that reflects her goals for the bakery and the values she wants to promote.**

**Answer:**

**Introduction:**

To help Ananya create a vision and mission statement for her bakery, "Baked Bliss," we can focus on her emphasis on organic, gluten-free pastries, as well as her goal to create a unique identity in the market. Here are the draft statements:

**Vision Statement:**

"To be the leading destination for wholesome……………...

**Mission Statement:**

"At Baked Bliss, we are dedicated to crafting …………….

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**3b. Ravi owns a small coffee shop, "Café Aroma," which offers a variety of coffee blends and snacks. While many coffee shops in his area offer similar products, Ravi wants to make Café Aroma stand out. He decides to differentiate his shop by offering unique, organic, and locally sourced ingredients, as well as a cozy, artsy environment with live performances on weekends. Ravi believes this will attract customers who appreciate high-quality, personalized experiences over standard offerings.**

**Question:**

**Explain how Ravi is using a differentiation strategy for Café Aroma and how this can benefit his business.**

**Answer:**

**Introduction:**

Ravi is using a **differentiation strategy** for Café Aroma by offering unique features that set his coffee shop apart from competitors in the area. Here's how he is applying this strategy and how it can benefit his business:

**1. Unique, Organic, and Locally Sourced Ingredients**

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