**Strategic Management**

**NMIMS Solved Assignments for December 2024**

**1. You have been hired as a strategic consultant for ABC Manufacturing Ltd., a mid-sized company that produces industrial machinery. The company has recently been facing significant challenges, including declining market share due to aggressive competition from overseas manufacturers who offer lower-priced alternatives. Additionally, rapid technological advancements have rendered some of ABC’s products less competitive in the current market.**

**Despite these difficulties, ABC has maintained a strong brand reputation and a loyal customer base in certain niche markets.**

**The management team is considering the following strategic option to overcome these challenges: Diversifying their product line to include more technologically advanced machinery.**

**As the consultant, your task is to analyse this option and provide a recommendation.**

**Summarize the task on hand in brief. Please explain the steps you would follow to arrive at your recommendation and the tools to be used. Highlight the salient features and advantages about the method you have proposed to the management of ABC Manufacturing Ltd.**

**Answer:**

**Introduction:**

As a strategic consultant for ABC Manufacturing Ltd., a mid-sized industrial machinery producer, I will analyze the option of diversifying the product line to incorporate more technologically advanced machinery. This decision comes in response to declining market share due to competitive pressure from overseas manufacturers offering lower-priced products, as well as rapid technological advancements that have affected the competitiveness of ABC's current offerings. Despite these challenges, the company retains a strong brand reputation and a loyal customer base in niche markets. My goal is to evaluate this strategic option and provide a well-informed recommendation.

Steps to Arrive at the Recommendation:

**This is partially solved sample answer**

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**2. As an investor, you are exploring some sizable, strategic investment in the restaurant business. One option is LokSeva Foods, which focuses on providing essential food services to a high volume of customers. From a strategic perspective, what are the key concepts of cost leadership strategy that you would need to consider? How would these factors be applied to the restaurant option? Are there any other aspects you would want to include in your decision- making process?**

**Answer:**

**Introduction:**

As an investor considering a strategic investment in the restaurant sector, evaluating LokSeva Foods, which specializes in essential food services for high customer volumes, is crucial. A cost leadership strategy aims to achieve competitive advantage by being the lowest-cost producer in the industry, allowing the business to offer lower prices or maintain higher margins. Key concepts in this strategy include economies of scale, operational efficiency, cost control, and market positioning. Applying these concepts to LokSeva Foods involves analyzing its supply chain efficiency, menu pricing strategies, labor costs, and technology utilization to streamline operations. Additionally, it is essential to consider market trends, customer preferences, and potential regulatory impacts on the business. These factors collectively inform the decision-making process, ensuring that the investment aligns with long-term growth and profitability objectives.

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**3a. ABC Electronics is a multinational company with a diverse portfolio of products in the consumer electronics market. Their product range includes smartphones, televisions, home appliances, and wearable devices. Over the past few years, the company has observed varying growth rates and market shares across these product lines. The smartphone segment is in a rapidly growing market but faces intense competition, while the television segment has a high market share in a market that is growing slowly. The home appliances segment shows moderate market share and growth, and the wearable devices segment is in a high-growth market but has a small market share.**

**Using the BCG Matrix, analyze and categorize the different product lines of ABC Electronics. How would you read the overall situation at ABC Electronics?**

**Answer:**

**Introduction:**

ABC Electronics, a multinational company in the consumer electronics sector, has a diverse product portfolio that includes smartphones, televisions, home appliances, and wearable devices. Each product line exhibits distinct growth rates and market shares, indicating varying competitive dynamics. By utilizing the BCG Matrix, we can categorize these product lines into four segments: Stars, Cash Cows, Question Marks, and Dogs, to analyze their performance and strategic positioning. This analysis will help understand the overall situation and future prospects of ABC Electronics.

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**3b. GreenFuture Tech is a startup focused on developing sustainable energy solutions. The company’s founders are passionate about making a positive impact on the environment and are dedicated to creating innovative products that reduce carbon footprints. However, as the company grows, the founders realize the need for a clear vision and mission statement to guide their long-term strategy and daily operations. They want to ensure that all employees are aligned with the company’s goals and values, and they also seek to attract investors who share their commitment to sustainability.**

**As a consultant for GreenFuture Tech, draft a vision and mission statement for the company. What challenges does one face in doing so?**

**Answer:**

**Introduction:**

GreenFuture Tech is a startup committed to developing sustainable energy solutions to positively impact the environment. As the company grows, the founders recognize the necessity of crafting a clear vision and mission statement that encapsulates their dedication to innovation and sustainability. This alignment is crucial for guiding long-term strategies, daily operations, and fostering a cohesive company culture. Additionally, a compelling vision and mission will help attract investors who share their environmental values and commitment to reducing carbon footprints.

**This is partially solved sample answer**

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