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# HUBEI LANTIAN

# INTRODUCTION

**The Hubei Lantian case is the case of a Chinese manufacturing company under severe financial and operational distress. The company faces problems regarding corporate strategy, financial sustainability and competition in the market. In order to understand the case, one has to a thorough analysis of the business model, competition, and possible improvement for performance in the case.**

# CHALLENGES FACED

**Various difficulties have been experienced by Hubei Lantian such as decreasing revenue, growing cost of production, as well as supply chain inefficiency. The company also has to compete intensely against domestic and international competitors. These factors have influenced it negatively because it has made its profitability and its long term growth prospects bad.**

# **STRATEGIC SOLUTIONS**

**Standardization of work processes and  
Supply Chain Efficiency: Achieving a  
standard of work processes and optimizing  
the supply chain cost and productivity.**

# CONCLUSION

**Hubei Lantian case demonstrates that the strategic decision making is critical for being able to overcome the financial and operational challenges. The company can improve its competitiveness and guaranty the long-term sustainability by concentrating on market expansion, financial restructuring, efficiency and innovation.**

# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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