



**TheCaseSolutions.com**

Number 1 in case studies solutions

# *Adam Burke And Pbm Plastics: Message In A Bottle*

# *Introduction*

Adam Burke and PBM Plastics: Decisions In Dramatic Contexts traces the difficulties of entrepreneurship, invention, and management decisions. PBM Plastics was a Start-up organization, owned and led by Adam Burke, which focused on custom mold production.

# Key Issues

Market Adoption Challenges: The innovative bottle liners met with consumer and large grocery store retailing actions that counter it, despite of having environmentally friendly properties. Scale and market trust on which SAM delivers a unique value proposition emerged as success factors that had to be attained.

# *Cost Pressures*

The making of bottle liners required a lot of efforts, which had a considerable impact on the company's capacities.

This was so because fixed costs coupled with other operating costs also contributed to high costs of productions which in turn dented profitability.

# Conclusion

This paper examines the case of Adam Burke managing PBM Plastics where the need for innovation, operational improvement and strategic flexibility emerges clearly in the market. Overcoming these challenges would enable PBM Plastics gain a competitive edge over its rivals within the plastic manufacturing industry hence safe guard the entrepreneurial spirit.

# Resource

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

Resource: Visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.