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Burton Sensors. Inc



Introduction

Burton Sensors Inc. is a well known company in the manufacturing of temperature sensors. As a relatively technologically advanced company with a defined customer base, the firm has the following operation issues: a. The problem of lack of profitability and b.



Operational Inefficiencies

Streamlining of operations is an area of significant concern for this company and Burtons Sensors bears testimony to that since it has since suffered through increased production costs, not to mention the fact that its ability to supply customers with the products they require in good time has been severely compromised.



Financial Constraints

Currently the financial performance of the firm is in stress because profit margin has declined and there is greater competitive pressure in the marketplace. Some of these constraints have hampered our ability to invest in research and development.



Conclusion

In the case of Burton Sensors Inc. lessons on the use of strategic management decisions in addressing operational, financial and market constraints are well illustrated. Taking into consideration the further development of innovative approaches and paying much attention to the improvement of efficiency



Resource

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