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*Cooper
Industries, Inc.*



Introduction

Cooper Industries, Inc., manufacturing and distributing of industrial equipment and supplying the requisite industrial electrical and related equipment and supplies experienced strategic management questions for organizational development.



Strategic Vision

Cooper Industries main business level strategy was therefore based on the idea of acquiring and expanding into other related areas. They aimed at buying businesses that are related to the organisation and are in the same industries that compliment the companies core competencies.



Acquisition Target

As the case shows, much importance is given to the choice of the right acquisition targets. Cooper Industries considered all the financial benchmarks following which it evaluates the potential companies including revenue and profitability and its market position and direction that aligned with Cooper Industries' vision. Key factors included:



Conclusion

Cooper Industries, Inc. is useful in illustrating how the concept of strategic acquisitions are instrumental in the success of a business as well as development of a competitive hegemony in the operational market. Thus, by keeping vision in sight and performing strict acquisition strategies, the company had built up a position and image in the industrial equipment market.



Resource

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