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FANTASTIC MANUFACTURING INC.

INTRODUCTION

Fantastic Manufacturing Inc. (FMI) has been one of the leading manufacturing companies which has been effective in the manufacturing industry as a result of the understanding of new movements within the company as well as having sound foundations of business strategies.

CHALLENGES FACED

The main strategic issues of FMI are based around operational problems, supply-chain issues, and shifts in customer needs. This is the primary major issue that the company faces In an effort to contain costs while ensuring product quality. Further, the dynamic ever changing market conditions have brought competition pressures on FMI to change and strategize faster.

INVESTING IN INNOVATION

In order to maintain its competitive advantage, FMI should allocate some more proportion for Research and Development and bring innovation to build new product line or enhance current service line. They can also build on automation and artificial intelligence in production with a view to spurring more innovation and reducing costs.

CONCLUSION

The case analysis of Fantastic Manufacturing Inc. will elaborate the concept of agility, innovation and operation excellence. Most of these alternative solutions, if implemented, can help FMI overcome its challenges and achieve long-term success as a player in the competitive manufacturing industry.

RECOMMENDATION

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