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**GEON**

# *Introduction*

This GEM case study examines the major strategic along with financial challenges which the company faces offering advice to businesses regarding potential solutions. The case study showcases various important decision-making approaches combined with market placement methods and operational methods which determine company expansion and profitability levels.

# *maintain growth*

The future profitability of GEM depends on operational efficiency that tackles productivity improvements together with cost management systems.

# *Proposed Solutions*

The establishment of distinctive customer value and improved engagement with consumers will make GEM more pronounced in its competitive industry.

# Conclusion

The examination of GEM's business position contains essential information regarding strategic development alongside fiscal management and market positioning methods. Through observing how GEM approaches its challenges organizations dealing with the same difficulties can create successful sustainability approaches.

# Resource

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