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HIGH PERFORMANCE TIRE

INTRODUCTION

The High Performance Tire (HPT) case deals with the tire business and the strategic management issues that surround a tire manufacturing company that is interested in improving its market standing in the HPT market. The case provides insights into how strategic formulation and fit is achieved, the analysis of the market segments and the problems facing companies in sustaining competitive advantages in a mature and saturated industry.

KEY CHALLENGES

The main issues involved here are focused on achieving a good balance in between cost and use of technology. Current competition AEC has revealed that HPT is experiencing intense competition from both existing firms as well as new entrants, particularly those using lower prices.

TECHNOLOGY AND INNOVATION

Where HPT is concerned, innovation proves to be a major strategic asset. More the firm can invest in better tire technology and should integrate sustainability culture which will make a better spot in the market. It will also enable HPT to tap into an environmentally conscious market that seeks high performance, durable and fuel efficient tires.

CONCLUSION

The High Performance Tire case covers a number of challenges which firms in the high-performance product industry face. As this paper has demonstrated, HPT and other firms can achieve competitive advantage through differentiation by innovativeness and appropriate market positioning.

RECOMMENDATION

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