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Highland Malt

Introduction

The analysis of the strategic management issue of from the case study concerns to Highland Malt, directly refers to the production of spirits. This paper examines the major challenges, likely resolutions, and critical measures that Highland Malt should take to achieve better fiscal and operational performance.

Core Issues

The issues confronting Highland Malt to achieve economies of scale include how to maintain balance between production cost and demand, the proper process of increasing the efficiency of production and increasing visibility of its brand in the market dominated by competitors.

Operational Efficiency

There are great benefits that companies can achieve in an effort to minimize their manufacturing and supply chain functions. For instance, use of equipment in distillation may enhance flow since it may be used to install more unit making the work faster.

Conclusion

Highland Malt recorded high DSS, especially because the firm's operations, marketing, and strategic planning rather corresponded to each other. Thus, Highland Malt can be victorious and significant over the long run by maximizing control of interior operations, emphasizing the recognition of a brand, and following changes on a market.

Resource

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