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HUSKY INJECTIONS MOLDING SYSTEM





Introduction

Through careful analysis of the strategic choices available to Husky Injection Molding Systems, one of the largest manufacturers of injection molding equipment and services, this paper will show that the firm is potentially exposed to risk in the new manufacturing and plastics industry.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, viewed from a high vantage point. The city is built on a hillside overlooking a large body of water, possibly the Bosphorus. The architecture features domes and minarets. The harbor is filled with various ships, including galleys and multi-masted sailing vessels. In the distance, a range of mountains is visible under a sky with soft, golden light, suggesting dawn or dusk. The overall style is characteristic of 19th-century historical painting.

Key Challenges

These brands have built a strategic dependency on the high pricing that resonates with brand perception of technologically enhanced and quality products that Husky has to offer. However, increased competition from low cost manufacturers in Asia as a threat to already established companies.

Strategic Decisions

Husky needs to assess how it sustains its expensive brand image or how it has to use cost leadership strategy to counter the threat posed by entrants. This decision has a direct effect on its brand equity or market reputation.





Conclusion

The near 24 years of experience of Husky Injection Molding Systems highlights the need for flexibility and planning in today's environment. Husky will be able to retain its leadership in the market and achieve sustainable growth here meeting all key objectives by building on strengths and exploring trends.



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