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Raymond Mushroom Corporation.

Introduction

The analysis of the key issues in the Raymond Mushroom Corporation case can best be described as an interesting application of operational management with lessons on strategy and decision making amidst competition with similar operations.

Company Background

Raymond Mushroom Corporation is well known for its responsible farming technique and fresh mushrooms.

Although the company has been established with a powerful image, it is experiencing such issues as the organization of production at an enormous scale and keeping the costs to a minimum

Market Diversification

Increasing sales into other countries or the introduction of the more profitable products like pre packed mushrooms are other strategies likely to lead to higher revenues.

Conclusion

The failure to reach their goals, such as the fluidity and adaptation supported by the Raymond Mushroom Corporation case therefore present powerful lessons regarding the sustainable success in the business world. Basing production on efficiency, entering the new market, and focusing on sustainability,

Resource

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