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STRYKER CORPORATION: IN-SOURCING PCBS

INTRODUCTION

Stryker corporation is a well established global medical devices and technology manufacturing company that has been operating for over fifty years faced a strategic decision in its supply chain to undertake PCB manufacturing in-house or continue outsourcing.

STRATEGIC DILEMMA

Sourcing most of its PCBs from outside suppliers meant that Stryker was exposed to the following dangers; fluctuating quality, supply breakdown, and high charges. The above challenges become worrying as Stryker extended its line of products to address the market needs and support innovation.

CHALLENGES

The benefits of insourcing notwithstanding, the approach demanded large capital investment in facilities, employee training, technology, among others. Moreover, Stryker lacked knowledge in the PCB manufacturing business which falls in the concept of management buying.

CONCLUSION

The strategy of in-sourcing as applied to the Stryker Corporation is compared effectively to outsourcing in this case. Sustaining the in-sourcing of PCBs required a lot of effort, nevertheless it correctly complemented the company's strategic objectives of improving quality, cutting costs, and keeping competitiveness within the medical devices industry.

RECOMMENDATION

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