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SHER-WOOD HOCKEY STICKS



INTRODUCTION


Sher-Wood Hockey Sticks is a highly recognized brand in the field of sports equipment having carved out a market that values quality and new product development. The case is based on the main issue of this company and the competitive environment in which it operates the strategic decision making to cope up the problem and achieve the sustainable growth.





MARKET CHALLENGES


The nature of the market is quite globalized since there are various kinds of hockey stick brands available in the market. Having identified the emerging issues of changing consumer tastes and preferences as well as pressure from the market demanding 'smart' equipment, Sher-Wood must.





MARKET EXPANSION


It may pursue revenue growth through pursuing emerging markets while concurrently making brand visibility through promotions over the internet and strategic sponsorship.





CONCLUSION

A focus at Sher-Wood and willingness and ability to capitalize on change opportunities will be critical for success. The strategies that should be put in place can help the company to gain leadership in the market while keeping up with the standard it has set.





RECOMMENDATION

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