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Star Appliance Company A

Introduction

The case focuses on the Star Appliance Company_(A). to identify major difficulties and strategic decisions that the company has to solve to remain profitable and sustain an efficient supply chain and production and enhance customers' satisfaction. These problems are analyzed here and solutions suggested that can help the current business scenario of the company.

Appliance Company

Star Appliance Company is a leading home appliance company that specializes in production of various home appliances with better quality and market competitiveness. However, the company is not immune to problems such as low productivity arising from inefficient processes, unpredictable markets, and increasing costs of operation.

Supply chain

It is also beneficial to introduce sophisticated tools like ERP systems to support improving the supply chain performance at the company's and increase its coordination level.

Conclusion

As highlighted above, Star Appliance Company can strengthen its place in the market and become the leader of the field if the mentioned challenges are solved effectively. Operating with techniques in technologies, ensuring better and efficient operations, and primarily, putting emphasis on the customer services are the tactics that would yield sustainable development.

Resource

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