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The Aussie Brave Company

Introduction

The case of the Aussie Brave Company can be used as an elaborative example to talk about the strategic management process, organizational culture, and the difficulties of adjusting the organization in a constantly evolving business environment.

Key Issues

The main risk factor which affects The Aussie Brave Company relates to the fact that this company needs to compete in a market share while maintaining the values of a startup. Market forces like changing customer trends, development of technology and other limitations challenge the capacity of the firm to come up with new products and make a profit.

Enhancing Innovation

The nature of business can make the company to put more resource on development of new products that reflect the trend in the market.

Conclusion

The case of the Aussie Brave Company drives insightful learning of how an organization may overcome major challenges when embarked on the strategic positioning and innovation process. The solutions suggested above will create a competitive advantage for the company and make it possible to speak about sustainable development.

Resource

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