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The Carlyle Group And Axalta Case Solution



Introduction

DuPont Performance Coatings was bought by the Carlyle Group out of US, turning into Axalta Coating Systems in 2013. Acquisition is strategic in the sense that it has helped in the improvement of Axalta's market in automotive and industrial coating industry.

Market Competition

There are various large and established players in the coating industry and therefore Axalta to stand from the crowd had to bring innovation and customer focus.

Operational results

During Carlyle leadership, Axalta recorded significant improvement in terms of earnings and market penetration.

These strategies led to improvement of brand image, identity and position as the market leader of the industry.

Conclusion

Strategic management at Carlyle Group enabled it to bring about the change at Axalta Company. The case precisely shows how operational, innovation and strategic coverage impacts the kind of success that can exist after an acquisition.

Resource

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