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WAUSAU EQUIPMENT COMPANY



INTRODUCTION


The case of Wausau Equipment Company offers strategic management perspective, operational tactics, and financial proforma of the heavy equipment manufacturing company. This particular case deals with issues related to increasing production operations efficiency and controlling costs of production at Wausau Equipment.





KEY CHALLENGES


Following problems still prevailed in Wausau Equipment such as high production cost, poor process flow and legal improvement in competition. These forces increased the pressure on the organization to reconsider its business model due to experiencing forces of; operations and production which required an efficiency that was hard to achieve.





OPERATIONAL EFFICIENCIES

The case brings out lean manufacturing, stressing on removing any non-value adding activities in the production process. Some of the possibilities that were seen when working on process optimization were cost cutting and shorter operational turnaround time.





CONCLUSION

The situation analysis of Wausau Equipment Company will show that strategy is critical to operational effectiveness. Therefore, through such strategies as introducing innovations in the work and making correct decisions, the company will be ready for stable development.

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RECOMMENDATION

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