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ALOHA PRODUCTS



INTRODUCTION


The strategic layout of events table in the Aloha Products case explain a company scenario which provides insights to enhance the strategic position and operational performance of the company. All these features reflect the competition aspects that this case analysis suggests for Aloha Products to overcome





COMPANY BACKGROUND


Aloha Products specialized in unique products products market has thus created a strong brand in that market. However, the major challenge threatens the achievement of its goals and objectives is competition from both local and global firms.





PRODUCT INNOVATION


Expanding the product portfolio or adding value attributes to products that bulk up the company's portfolio can be a way through which Aloha Products can overcome its competitors.





CONCLUSION

Thus, the case of Aloha Products highlights that the crucial rules that are helpful in the context of complex markets should be focused on the balance between the aspects of general strategic approach. To add to this, Aloha Products can enhance its position by paying much attention on supply chain efficiency





RECOMMENDATION

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