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AUGUS CARTWRIGHT CASE



INTRODUCTION

The Augus Cartwright Case is built around a clear narrative which outlines the story of a firm dealing with strategic issues in a contested industry. In this context, this case study demonstrates the role of leadership decisions and strategic management of organizations for their successful functioning in conditions of increasing competition.





BACKGROUND


Augus Cartwright is a family business selling various good quality food products and faces new competition and changing consumer trend. The company has a well-established brand over the years, however, financial difficulties over the last few years have given way to doubts over the company's stability within the market.





MARKET COMPETITION


The situation has eroded into new entrant and old competitors' competition, which has created a scenario of micro markets for Augus Cartwright, therefore increasing the pressure for the company to formulate a robust competitive strategy.





CONCLUSION

Analyzing the Augus Cartwright Case key to learning strategic management of a family business enterprise due to its complexity. Adopting these recommendations will help augment the company's market position thus ensuring sustainability in an unceasingly competitive world environment.





RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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