



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **CASE: LOGAN SELF STORAGE**

# INTRODUCTION

**Logan Self Storage looks at various factors and issues related to the decision making process when operating a self-storage business in a competitive environment. The case is based on Logan Self Storage, a firm that experiences growth and operation challenges as it tries to increase its capacity as well as its profitability.**

# **SELF STORAGE**

**Logan Self Storage is also facing the challenge of high competition within the storage industry which has impacted pricing and contract profitability to the company. Secondly, operating costs are on the increase because to meet customers' requirement, firms require better infrastructure and technology.**

# COMPETITIVE ADVANTAGE

**The case solution suggests that strategic center solution entails boosting of its service quality and marketing communication efforts and cutting on operational expenses. A data-focused strategy to ascertain what consumers are interesting in makes it possible for Logan Self Storage to deliver services that fulfill the needs of consumers.**

# CONCLUSION

**It is very significant that Logan Self Storage will require some form of innovation, more especially in relation to regulation of the storage business. The case solution from this site at [www.thecasesolutions.com](http://www.thecasesolutions.com) offers an insight on how the firm can strengthen its market position through operation excellence, customers considerations, and value pricing.**

# RECOMMENDATION

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

**Resource: visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.**