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Introduction

The West Coast Fashions is considering the acquisition of Mercury Athletic Footwear to expand its business; this case study explores the strategic issues and the elements of implementation in the broad area of mergers and acquisitions mainly focusing the footwear industry.

Athletic Footwear

Mercury Athletic Footwear currently functioning as the mid-size athletic footwear manufacturing company that has built its niche image on quality and trendy athletic footwear. Mercury is profitable business unit of AGI; however, AGI wants to sell Mercury business so as to decrease the number of its business segments.

MERGED COMPANY

Another reason for the acquisition is primarily the fact that Mercury Athletic and WCFs are related and could benefit from the merger. Mercury already has established market and West Coast has a strong strategic branding and distribution networks, which means that the newly formed company could explore untouched areas in the market and significantly penetrate more efficiently into competitors' territories.

Conclusion

Taking the financial and strategic 'appreciable', the market facts and figures we can say that if the larger picture of Mercury Athletic manages is truly intended to complement West Coast Fashions, it can be a beneficial move.

Resource

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