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# *New Heritage Doll Company*


# *Introduction*

The “New Heritage Doll Company” explores the possible strategic investments for a company gaining operational capital with the objective of driving the profitability of the company forward. The issue under discussion focuses on the decision-making process and how it applies to two rather different kinds of projects which have their own advantages and disadvantages as well as their possible returns on investment.



# *Company History*

New Heritage Doll Company is a toy manufacturing company established to deal with dolls and other related accessories of high quality. It has longtime fans, and enthusiasts particularly among parents and collectors because of a strong brand image and better branding in telling its stories.



# Investment Options

The case presents two primary investment projects: The two projects undertaken at the company include the Match My Doll Clothing Line and the Design Your Own Doll. The new venture plan is Match My Doll which requires launching accessories for dolls and human alike that matches their wearing.

# Conclusion

The New Heritage Doll Company case show that look and growth opportunities are critically linked to the level of financial risk. Since each project provides various routes to success, the decision boils down to the firm's strategic plan and the willingness to take risks.

# Resource

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