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# ബിസിനസ്സ് ആ കേസ്


# *Introduction*

The fact based case revolves around Bambarg, a purely fictional organisation struggling with the practical application of its operations strategy and positioning. This paper aims to explain how as the company seeks to strengthen its competitive advantage different important problems crop up which needs to be addressed strategically.



# *Background*

Bambarg is a middle-sized company that operates in the con FSM sector withing its concentration on the ideas' originality and products' quality. Despite the company has been had high brand equity, the market share has declined over the years because of the growth of competition and shifting customer preferences.



# *Key Challenges*

A current major issue in the strategy of Bamberg is an outdated method of marketing. The traditional forms of advertising have been dominant with the company with little attempts at leveraging on newer forms of advertising. Furthermore, the firm has a problem with supply chain management that has led to challenges in the stock of products and hence a low rating.

# Conclusion

The Bamberg case is a good example of how it is important for organisations to be strategically flexible in today's volatile business world. Through the adoption of new marketing strategies, improving on organizational functionality and cultivating organizational culture that promotes creativity Bamberg has the potential of achieving a competitive advantage in the market in the coming future.

# Resource

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