

# Head Ski Company

# Introduction

The Head Ski Company's case centers on the key strategic and managerial issues that involve the Company within the skiing production industry. Established to offer the promising skiing experience, Head Ski Company made successful innovations in the market including possessing the first metal ski that was successful in the market and ensured that the company got good share in the market.

# Problem Identification

Head Ski Company has the following challenges:

The first challenge is reducing profitability resulting from high production costs coupled with competition pressure. The company has stuck with the premium pricing strategy that is no longer feasible given the alternative comparable quality products now available within the market.

# Strategic Analysis

In response to such factors, Head Ski Company must develop cost leadership and operating excellence. Thus, the service to shorten the supply chain gives it an opportunity for cutting its production expenses and increasing its gross margin. Moreover, the effectiveness of a more flexible pricing structure will help Head Ski to counterstruck lower cost competitor efficiently.

# Conclusion

From the above strategic solutions Head Ski Company can be able to get back in the skiing industry and gain sustainability.

# 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 [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.