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SMA MICRO ELECTRONIC PRODUCTS DIVISION 2018



Introduction

This paper takes a look at the challenges associated with managing SMA Company's Micro Electronic Products Division after the year 2018. It analyze that the division has faced the problem of the high irregularity in the production rate, low profitability rate and the high competition rate.



Problem Identification

From the case of SMA Micro Electronics, internal and external challenges were identified. Externally, there were market dissatisfaction because the firm could not meet hitherto orders due to internally inherited inefficiencies that saw production costs go high. It also suffered from bad coordination among the various departments, meaning that the department did not have right communication and had many cases of inefficiency.



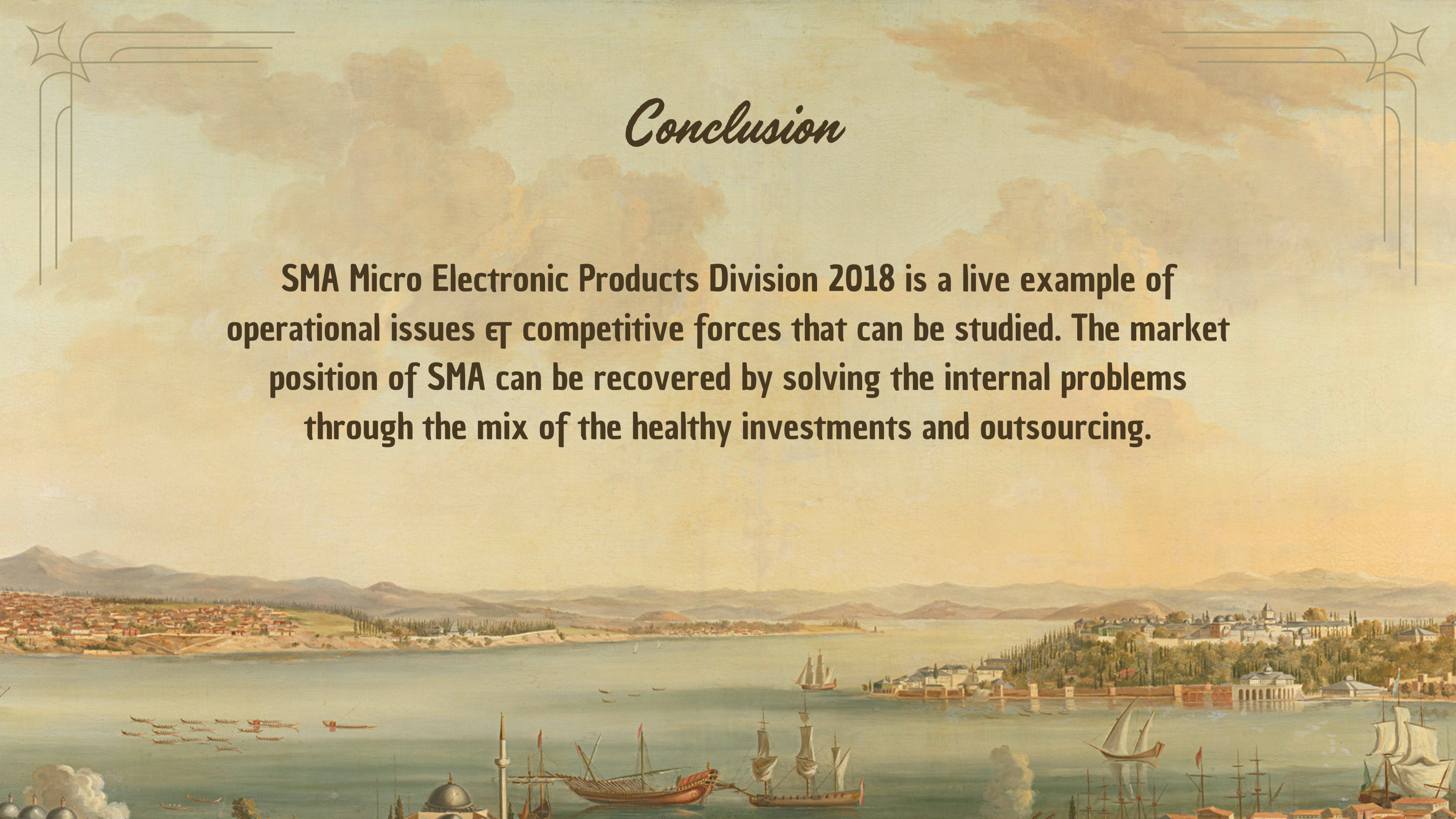


Strategic Analysis

To overcome these challenges the case provides several possibilities of the action plan. SMA could spend capital on modernization of the production line so that there are fewer problems with operations. Solutions of this kind would require capital expenditure initially but may well pay for themselves in the long run and bring other benefits like increased efficiency.

Conclusion

SMA Micro Electronic Products Division 2018 is a live example of operational issues and competitive forces that can be studied. The market position of SMA can be recovered by solving the internal problems through the mix of the healthy investments and outsourcing.



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