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SMITH FAMILY FP



INTRODUCTION


The Smith Family FP case is based on a financial planning firm that experiences some issues in its business, such as acquiring clients, services, and employees. This case gives an understanding of the operations of a family business in the financial planning industry and the important strategic choices required for expansion.





CHALLENGES FACED


The first issue that the Smith Family FP faces is the issue of market competition since there are many similar organizations in the market. With the increasing number of firms offering financial planning services, it becomes important to distinguish the services offered.





STRATEGIC


In order to overcome these challenges, the following strategic recommendations can be made: First, the firm should improve its marketing strategies by expanding its online presence to attract more customers. The Smith Family FP will be able to establish itself on the internet and gain new clients through the use of the internet.





CONCLUSION

In conclusion, the Smith Family FP case shows that strategic decisions can help to overcome operational issues. Through the proactive marketing strategy, the diversification of services, and the development of team dynamics, the Smith Family FP can ensure long-term success in the financial planning industry.





RECOMMENDATION

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