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The Jacobs Division 2010



Introduction

The Jacobs Division 2010 case describes strategic issues that the Jacobs Division of a large company concerns. This cattle division should be assessed for effectiveness, efficiency and productivity as well as the contribution it brings to the company and achievement of its goals.



Problem Statement

In 2010, key strategic issues of Jacobs Division are declining profitability and Strategic Direction. As it was mentioned before the managers of the division are being presented with decisions of whether to pursue additional opportunities and invest in them or make the resources they already have generate more revenues.



Key Issues

Profitability Decline: The profitability of the division has declined, so now the management has to find out how to improve this situation.

Resource Allocation: Jacobs struggling of whether to undertake new projects for higher profitability or pass some profitable projects for bettering of profit margins.

Strategic Alignment: One of the key challenges is how to make sure that Jacobs' strategic plan is aligned to the goals and missions of the parent organization.

Conclusion

The Jacobs Division 2010 case means that organizational members have to consider the short-term revenue while pursuing the long-term strategic direction. Jacobs Division can solve its current problems with internal efficiency, finding the link between the company's strategy and corporate objectives, and searching for new markets where the division can succeed and achieve the level of profitability again.



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