

# CAPRO Group: A Growth Story

# Introduction

The CAPRO Group: A Growth Story case revolves on the problems encountered by CAPRO Group as it expands its operation. As more people, particularly in emerging markets, turn to the company for their car rental needs, the company faces questions about how it will maintain its extremely fast growth rate, and how that growth rate will affect its internal processes, its reach, and its corporate values.

# Key Challenges

The CAPRO Group has also got the following important questions of Management and Strategy. First of all, the company needs to find out how the company can increase its production capacity while continuing producing the same quality products. Those effects suggest that with increasing the demand the key issue emerges to scale operations with the help of increasing production while not reducing the quality and customer satisfaction.

# Operational Efficiency

The second major factor that can be pointed out in the course of the case is operational efficiency of CAPRO.

It is, however, important to understand that as the structure of the company expands, the process of keeping things simple is that much more difficult. They have to update technology, work on supply chain and get more standardized to reduce unnecessary expense and thus work for a better mark up.

# Conclusion

The CAPRO Group: Learning from the Glo and MTN's Growth Story case is very relevant for the understanding of a business's growth in a competitive market. The focus in the case solution is on the continuation of the strategic management, leadership concept, business operations, and market development as the critical factors of success for CAPRO.

# 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.