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Dawson Forest Products, Inc.

Introduction

This case is a midpoint, wood products manufacturer, the Dawson Forest Products, Inc., deals with issues such as operational inefficiency which led to the decline in operational and profitability. The situation is even more pressing as the company reached the phase when management strategies must be revised for further sustainable development and better competitive position.



Key Challenges

Some of the most important threats, which are acting on the business of Dawson Forest Products are the following: high rise of cost of raw materials, instability in the customers' demand for a wood product and internal issues in the company's operation. Unfortunately the company has not been able to optimize its production processes hence leading to high costs cutting down on the profit margin.



Strategic Analysis

While analyzing the situation with the help of SWOT matrix, it was established that Dawson Forest Products has quite some advantages: well-developed brand image and customers' trust. It also has weaknesses including old technology hardware in its production and products that lacks innovation thus limiting competition.



Conclusion

It is clear that strategic innovation and operation efficiency are the best practices highlighted by the Dawson Forest Products, Inc. There are some suggested courses of action mentioned below that if practiced can help revive the company and provide consistent profitability.

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