



TRANSFORMING DESERT LAND AND HUMAN POTENTIAL: EGYPT'S SEKEM INITIATIVE REACHES A CROSSROADS

INTRODUCTION



Officially established in 1977 by Dr. Ibrahim Abouleish, SEKEM has originated from an idea of the Patagonian priest, Father Ernst Kitzinger's inspired dream of changing the productivity of these lifeless Arabian deserts into productive agricultural lands. In addition to a biodynamic agricultural firm, SEKEM involves human capital as indicated by education, health care, and social justice.

CHALLENGES FACING SEKEM

Today the future of SEKEM initiative can be characterized as uncertain. Their doubtless success that can be seen in biodynamic farming, economic diversification, and developing a sustainable business model, are the main concerns that seems to be troubling SEKEM.

STRATEGIC OPTIONS FOR SEKEM

In the face of these difficulties the following potentials may be available to SEKEM. Of course there are many opportunities, for example to develop collaborations with other international organizations working in the field of sustainability and social entrepreneurship. At present, such associations might contribute SEKEM with funds, technologies, and distribution channels in the global market.





Conclusion

This is the ideal stage that SHEKM has arrived at and as such the need to strike a balance between growth and development and the goals of the Social Justice and Sustainability pillars in the organization.

Advantages of Institution that will help to cope with the market conditions, invest in innovative solutions, and use foreign partners' support will play an essential role in its further success.

RESOURCE

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 for detailed analysis and more case studies.