



**TheCaseSolutions.com**

Number 1 in case studies solutions

# BAKER ADHESIVES



# *Introduction*

The Baker Adhesives case primarily revolves around one of the major problems that Baker Adhesives has been experiencing; the firm is an industry leader in the production of adhesives. Currently, many strategic and operational decisions that influence the organisation's market position and financial performance are challenging. This paper offers an elaborate evaluation of the company's position and the possible ways of overcoming them.





# *Company Background*

**Baker Adhesives is amongst the leading players in the adhesive market and has gained ample reputation for its products and services it delivers. Nevertheless, the market situation and intensification of competition in the recent years have resulted in decreased profits. The company is currently strategic at this cross-road and requires identifying its appropriate strategic direction with a view of regaining its competitiveness and financial performance.**

# *Key Issues*

**The case highlights several critical issues facing Baker Adhesives:**

- Market Competition:** Rapid fierce competition internal segmentation up has led to serious decline of market share and pressure to reduce prices.
- Operational Efficiency:** The structures and routines of the firm's operations have become uncompetitive, therefore have a high cost.
- Product Portfolio:** There may be misalignments on the group's current product offerings and their match with the needs and wants of the market which results to poor sales returns and dissatisfied customers.

# *Conclusion*

**This case of Baker Adhesives provides significant learning of the issues involved in operating an organisation in a dynamic market. This way Baker Adhesives can manage its current issues and open the gate for the future development as a result of the organization's major three strategic management categories: operational advancements, product development, and market positioning.**

# 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](https://thecasesolutions.com) for detailed analysis and more case studies.**