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Final Group Project (Rosa Damascena Mill)

Introduction

The "Final Group Project: Reading the specifics of the given “Rosa Damascena Mill” case helps to understand the opportunities and threats in front of a firm operating in the field of the production of Rosa Damascena, a high-value rose essential oil. This case looks into strategic strategies that can be implemented to improve on operational efficiency with the aim of improving on the mill's position within the market and guarantee sustainable growth.


Operational Efficiency

Because the organization deals with manufacturing, there is need to optimize their flow of operations to enhance the quality of the products produced as well as their cost. Economization of operations therefore plays a significant role in efficiency in that it seeks to enhance the quality of work done while utilizing as few resources and as much time as possible.



Strengthen Market Positioning

Giving focus on positioning, brand building and the formulation of unique selling propositions can be another strength for Rosa Damascena Mill. The major focus has to be placed on the presentation of the product as being superior and different from the rest of the competitors, so as to attract the right clientele and retain them.



Conclusion

The "Final Group Project: Hence, the case solution 'Rosa Damascena Mill' contains important implications for overcoming operational and market issues. Hence, Rosa Damascena Mill can apply efficiency, better market position, and sustainability strategies toward the growth of competitive advantage and the realization of long-term objectives within the essential oil business.



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.