

FUJI FILM: A SECOND FOUNDATION CASE

INTRODUCTION

The "Fuji Film: The “A Second Foundation” case from The Case Solutions is a fulfilled Finance/Strategic Management case that describes Fuji Film’s strategic response to the downturn in sales of its traditional photographic film products. Fuji Film has shifted from a company dealing primarily with photographic films to a diversified global business organization; this case explores its successful strategies and its problematic during the process.

STRATEGIC SHIFT

As a result of the market shrinkage of the photographic films as a result of emergence of the digital photography, Fuji Film understood the need for this change of strategy. Subsequently, the guideline allowed the company to leverage on the technological abilities and assets in order to venture into new lines of business. As a result of research and development Fuji Film dived into the new fields, namely, pharmaceuticals, biotechnology, and advanced materials. This diversification was important to reduce the risks that were related to the firm's core business when that industry became obsolete.

Challenges and Solutions

Despite this strategic success, Fuji Film had several issues, for example the ability to manage change across the culture and likewise travelling through the organization to incorporate more new business units. This paper presents how Fuji Film has dealt with these problems by use of leadership, acquisition strategies, and culture of innovation. They were crucial in the transition and maintaining long run growth.

CONCLUSIONS

The "Fuji Film: The "A Second Foundation" case demonstrates the formula on how best a firm can manage disruptions in an industry through diversification and innovation. The Fuji Film's case provides rich insights into the dynamics of change management and the possibilities to utilize firm-specific strengths to create new opportunities for the development.

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.