



Angus Morrison Ltd.

Introduction

In the case of Angus Morrison Ltd., the specific aspects covered relate to strategic issues facing a family business engaged in construction. The company was formed many years back and it has always earned the reputation associated with quality production. But now it has to respond to internal and external forces which require the company's strategic orientation to be reconsidered. This case study is a good chance to analyze the situation at Angus Morrison Ltd. and define recommendations for solving the existing problems and achieving future success.



Background

Shaw, Angus Morrison Ltd. has been experiencing constant growth and this has largely been attributed to the kind of constitutive relations with the clients and policed standards. Nevertheless, some new market conditions like stiff competitions and economic showers have started exerting a lot of pressure on the company. Also, the corporate internal situations have become a concern including the problems of succession and internal flow that raises the necessity of the strategic analysis.





Leadership Development:

The implementation of the formal succession plan and execution of leadership development projects will assist in breeding leadership. In the same regard, it also becomes easy to maintain continuity in leadership through the inclusion of family members and key employe

Conclusion

The major about the Angus Morrison Ltd. case is that one can never foresee the challenges within the industry and how they might affect the business, but one has to be prepared for this and actively manage the processes. In this case, market differentiation, leadership, and operations improvement are the management directives that could be utilised by the Angus Morrison Ltd. to increase its competitive advantage in the market and achieve better and sustainable results. Besides setting out the current course of action, this case also describes a strategic plan for future development and enhancement of competitiveness.

References

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