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Astral Records Ltd.

Introduction

The issues with the new systems and old structures present themselves in the case of Astral Records Ltd., a fictional record company. This case solution focuses on the conceptual issues that relate to Astral Records' strategic management, with the intent of sustaining the company's competitive advantage and in the context of the industry's dynamic environment.

Background

This British company called Astral Records Ltd. was an established record company providing a vast array of artists and types of music. Nevertheless, the rapidly growing popularization of the internet and new consumer buying patterns have affected its rather conservative model of operating a business. These are the reasons such as the appearance of streaming services, the reduced physical album sales and increased competition, which require a strategic rotation.

Key Challenges

Digital Transformation: The process of shifting from offline to online and at the same time making the business profitable.

Consumer Preferences: Learning to adapt to change in operation environment such as changing consumer trends which are moving from the use of discs to streaming.

Conclusion

Thus, Astral Records Ltd. is in the critical situation it itself needs digital transformation and changes its business model for success in the modern music industry. Thus, by applying these strategies, Astral Records is capable of maintaining its position in the target market as well as search for new successful positions in the overall scope of lucrative market making it possible to speak about the company's long-term success within the framework of a highly competitive environment.

Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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