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Golden Elephant Castings Company

Introduction


The Golden Elephant Castings Company, a firm that deals with metal castings that have Finishes of superior quality is a firm that is stood at a cross-road. Thus, it becomes crucial for the company to assess the effectiveness of its approaches to strategic management in the context of given industry changes and growing competition for a competitive edge and future success. In this case, a clear solution plan that relates to the problem area of the firm and takes advantage of various possibilities to reinforce its competitive position has been presented.



Strategic Analysis

Market Dynamics

Today's Metal casting like any other industry is technological or more appropriately, technotronic where technology and electronics are rapidly improving and customer needs and wants. Thus, Golden Elephant Castings Company need to move with these trends in order to maintain this competitiveness. In fact, the findings of the case analysis show concerns in the technological front where the company require to invest in better technology and new process that would help in making the system better and the products as well.



Customer Relationship Management

It is always important to work with existing clients and try and develop new business with other clients too. M Following a strong CRM system can enable institutions monitor this aspects together with customer inclination in addition to enhancing the grade of services they offer whereas gaining customer loyalty.

Conclusion

Golden Elephant Castings Company faces many deliberations that define the industry at the moment. The major concern and the potential opportunities in its markets can be managed by upgrading the productions with the help of technologies, implementing the effective and friendly policies to the environment, and expanding the tributary markets. The mobilization of these strategies will consequently guarantee that Golden Elephant Castings Company does not only exist but grow in the harsh and existent metal casting industry.

Resource

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