







SUPERIOR MANUFACTURING COMPANY



INTRODUCTION





The following are the strategic management challenges at Superior Manufacturing Company: Superior manufacturing company operates in a greatly competitive and dynamic environment therefore facing the following challenges; This work passes into the exploration of the operation and financial challenges confronting the company; it brings out the current state of affairs coherently and addresses ways to improve performance strategies.





OPERATIONAL ANALYSIS



Operational costs of Superior Manufacturing are a another major issue. The structures of the firm involve archaic manufacturing practices which are expensive and generate products of inferior quality to those of rival firms. This inefficiency affects the company's positioning in responding to the market demands and, thus, could not remain profitable. Considering the given case, the opinions are to state that acquisition of the latest technologies in manufacturing equipment, as well as the adoption of lean manufacturing concept can greatly enhance the organization's operations.





STRATEGIC RECOMMENDATIONS

Some of the strategic actions that need to be taken by the Superior Manufacturing in order to set up the mechanism are as follows; First of all, an investment in *AMT* will improve quality and decrease costs of manufacturing since the technologies incorporated will also be more efficient. Secondly, an effective cost control mechanism will assist in locating the gaps in the management procedures. Thirdly, customer-oriented innovation approach will help to ensure that the products which are offered to the market satisfy the needs of the customers. Lastly, an extensive focus will be placed on the training and efficiency of the human capital to accommodate new technological advances and new ways of doing business.





CONCLUSION

This research project focuses on Superior Manufacturing Company which is at a cross-road in terms of operational and financial difficulties. But with the increased investments into the technology, cost control, market research and employees training the company can eliminate these obstacles and gain proper niche in the industry. One could therefore deduce from this case that, despite the fact that perseverance is vital, adaptability and constant evolution, thereby reflecting the idea of the 'never stopping' culture, are vital components of success in this form of business.



RECOMMENDATION

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