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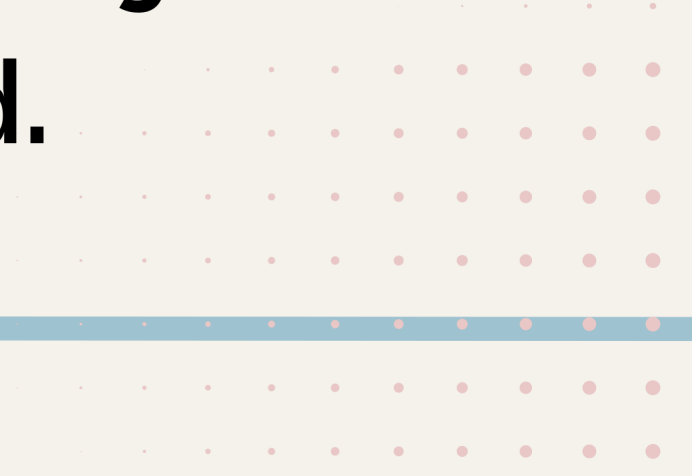
Number 1 in case studies solutions

VISIONSPRING



INTRODUCTION

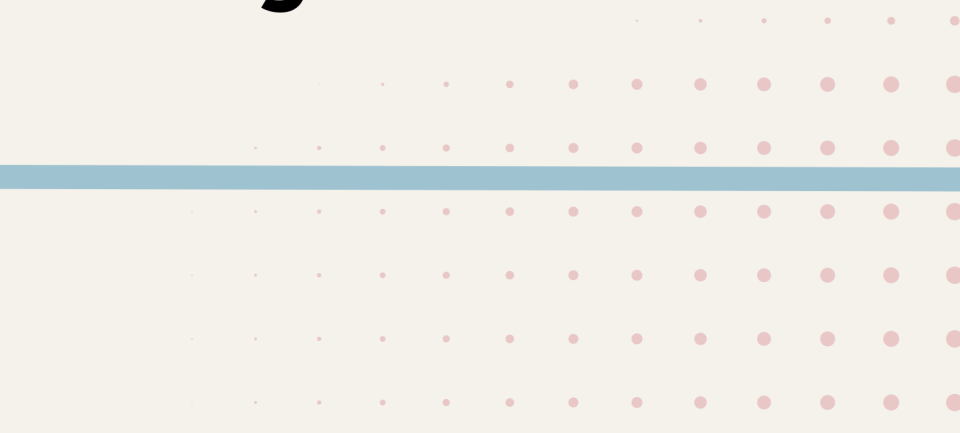
Thus, VisionSpring, the enterprise providing affordable eyeglasses to the low-income population and, at the same time, financially stable, can be considered as the clear example of the enterprise's successful work that does not contradict its aims to have the positive influence on the society. This case solution focuses on the VisionSpring organization and its major development and management issues in relation to its strategic plans for the expansion of operations around the world.





BUSINESS MODEL AND STRATEGY


The goal of VisionSpring's business operation is based on the principle: 'access for everyone.' Through selling fairly priced eyeglasses, VisionSpring serves the need of untold numbers of people...the organisation provides economically beneficial job opportunities. The overall strategic approach of the organization is a blend of a non-profit as well as a profit making organization. This approach of program implementation enables VisionSpring to use philanthropic funds since it is also selling frames.





DISTRIBUTION NETWORKS:

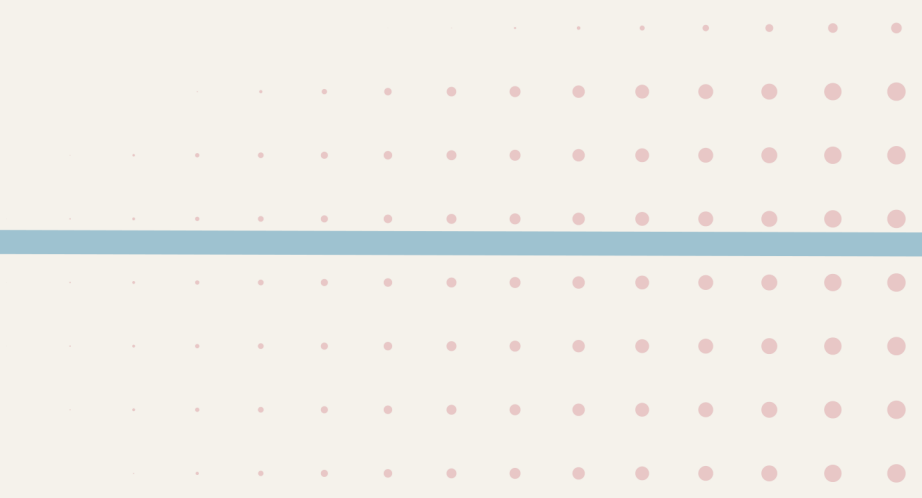
Another challenge lies in the choice of appropriate distribution channels that are efficient and inexpensive in the remote regions. VisionSpring has the challenge of the distribution channels and operating in cooperation with other entities to deliver its products to those who need them.





CONCLUSION

Thus, VisionSpring's mission to deliver affordable glasses to the low-income people is laudable and at the same time problematic. Through improving its Strategic Partnerships and Community Based models, through adoption and use of technology VisionSpring can overcome its challenges and experience future growth. This case analysis reveals that the strategy and innovation are critical in fostering the positive change through business approaches.





RECOMMENDATION

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