

# [Conclusion of logoplaste's business plan](https://assignbuster.com/conclusion-of-logoplastes-business-plan/)

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Conclusion Summarizing the above, it can be said that in order to increase profits and gain market share in the new economies, Logoplaste would needto conduct a number of significant changes within the company. Accordingly, the most important actions can be defined as follows:   
With respect to production, Logoplaste should   
Maintain the hole-in-the-wall concept   
Promote Logoplaste’s Innovation Lab   
Continuously improve the lab   
With respect to operational activities, Logoplaste should   
Keep the costs low   
Maintain the “ Can Do” attitude   
Establish lean entrepreneurial ventures in the US   
Manage the back-office functions locally   
With respect to finance, Logoplaste should   
Take a financing decision   
Define a repayment plan   
Establish long-term contracts with the clients   
Adjust the length of contracts to the duration of repayment period   
Analyze the expected future interest rates   
With respect to culture and competition, Logoplaste should   
Continue ILab and transparent contract negotiations   
With respect to customers, Logoplaste should   
Strengthen relationships with large FMCG companies   
Show flexibility to the clients   
Respond to the demands of the customers   
In addition to these activities, Logoplaste should   
Expand internationally and keep growing   
Conduct risk analysis and identify strategies to mitigate risk   
Being pro-risk and make an effective risk management plan   
Manage change resistance   
Logoplaste should start by penetrating the US, which is its existing market. The sheer size of the American market, political stability, trade barriers, and low corruption make the US the most suitable penetrating option for Logoplaste compared to other markets.   
This report conducted a SWOT analysis to analyse the micro and macroeconomic environment of the Logoplaste company with a view to determining the strategic option which can help secure the near and longterm future of the company. Logoplaste should direct its efforts at increasing its growth rate. This can be achieved by targeting local firms functioning in the current markets more aggressively and by securing the growth through propagation into new markets.   
Different measures are needed to be taken to put these actions into practice. These actions include but are not limited to conducting regular workshops and meetings to gain the perspectives and opinions of the staff members, contemplation of a growth strategy, conducting market analysis in the foreign economies where the company intends to expand, and investing in new technologies. Taking the proposed measures would help Logoplaste achieve the desired change in the long-term.   
Nevertheless, the company needs to conduct a thorough risk analysis before expanding internationally to maximize its chances of success. Earlier identification and targeting of the risks and taking appropriate measures to mitigate them is fundamental to successful expansion in foreign countries where the company has not done business before.   
In conclusion, Logoplaste is a very successful company and has all the potential and resources to grow internationally. In this age of globalization, a company cannot gain global recognition without expanding internationally and enlarging its consumer base across nations and geographic boundaries. It is anticipated that if Logoplaste places emphasis on the aforementioned actions in the report, it would not take the company long to position itself among the most successful global corporations and take its profitability to new heights.