

# Conclusion of logoplaste's business plan

[Business](#), [Management](#)



Conclusion Summarizing the above, it can be said that in order to increase profits and gain market share in the new economies, Logoplaste would need to 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.