Free case study on strategy formulation and implementation

Business, Company

Companies are using mergers and joint ventures as a way of improving on the profits and expanding their customer base. In the case of Preserve Company, through thorough research and development has developed steadily by innovating new ideas. This has resulted to different departments that have been well incorporated in the corporate growth and strategy. In many organizations implementation of a joint venture may be hindered by certain factors. This may include; structural design of the company, when a company has either no space or personnel to work in the expanded industry. Financial strain is another factor that may negatively affect a joint venture for any company.

In the case study of Preserve Company even with the many joint ventures the main product has been whole foods. In every joint venture the company needs to evaluate consumer needs which include the direct target market and the demands from them. a joint venture in the case of preserve was the need of consumers in the market. This guarantees a well kept customer base that continues to grow with expansion of product range. One of the major downfalls when it comes to joint venture is if the product set in the market does not provide success for the company.

In the case of preserve whole foods all the mergers that came up not only improved their supply chain management but also improved on the customer base. The strategies acquired during the joint ventures provided a platform for the company to expand to products which may have not occurred during their corporate strategy. In this case study one of the threats that may render the joint venture unsuccessful is conflicting corporate culture. This may include conflicting interest on the management of the company or the processes required in human resources in both companies. In simple terms, if the two companies failed to agree upon one culture and be ready to embrace it, this joint venture becomes unsuccessful. A joint venture with target in the case of Preserve Company will be threatened by the global mindset of the managers. In the implementation of the joint venture, the managers have to be able to agree on the implementation of global strategies. This will require flexibility and openness as they emerge as mandatory leadership skills. In such a case top management from preserve whole food and target will need to agree and find and achieve the desired level of global integration and local responsiveness, to be effective internationally managers have to apply a global perspective to strategy implementation.

Human resources are an integral part of any organization and also very sensitive when it comes to joint ventures. In such cases managers need to agree on the personnel and departments that are represented in the company. This may pose a challenge especially in regards to functions such as recruits, selects, transfers, promotes and lay off of employees to achieve the strategic goals. In such instances the managers have to come up with training programs for new employees and the retained. This will require a lot of consultation in order to balance out the employees in each department. The challenge comes when both managers disagree on which department and personnel they need.

A joint venture may help the company grow or diminish its potential in the market. Threats and weaknesses are inclusive in this process, this maybe potentially bad to the company or may help managers understand their strategies better. Though this may create barriers it helps to establish some of the major challenges that they may face during the joint venture. In the case of Preserve Company and target both managers need to be on the same pace in global expansion and market penetration.