

Strategic errors (aka: organizations in trouble) report samples

[Business](#), [Company](#)



Smart company limited

This is a limited company that deals with the sales of the clothing and the classic designer. It deals with all gender fashions. It has different departments according to the categorization of the clothes depending on the nature and sexes. Therefore, the male and females clothes are under different management but in the same business. This company distributes the clothes in the city and the nearby towns. It is well known for its competitive nature in the business and being in the forefront in the latest fashion and designs.

The management had a difficult in the tactics on the pricing in order to compete with the rivals in the business. Instead of strategizing, they applied price tactics that result in a failure to effectively compete. The difference between the tactics and the strategy is that, tactics are short goal while the strategy is the long goal of the business. In order to attract customers, the company should decide whether to apply tactics or strategy. This prevents the mix of the two.

The company is supposed to use the strategy of becoming the price leader. This makes it compete efficiently. The use of the tactics leads to a shortly lived decision of promotion to attract customers. To maintain them, it calls for a long term decision hence the strategy.

Finally, in the company's decision-making, the management is supposed to identify the decision to use in order to remain competitive. The use the strategy as the choice decision, then the management should be ready to make the hard decision that will take years. The management should try as much not to mix the tactics and the strategy.

Reference

Corporation., H. B. (2008). Harvard business review on strategic renewal.
Boston: Harvard Business School Pub.