

Learning journey chloroplast

[Business](#)



What capabilities and resources does a company need to develop new products? . Which of these capabilities and resources does Bella Healthcare India have? 3. Why did Project Baton fail? 4. Should Bella Healthcare India take on project TOOK and develop an KEG specifically for the local market?

Chloroplast 10 years of global operations Vive 2011 # W12101 STRATA MAGE – Internationalization and offspring activities; matrix structure LID: 12/12/2012 The case examines the organizational and managerial challenges involved in offspring and internationalization substantial portions of firms' organizational activities to foreign countries.

Students will need to consider the learning Journey Chloroplast underwent in this process, from managing the reconfiguration to the implementation of a new and complex design.

They have to understand the features and challenges of the matrix form as the organizational structure used by Chloroplast. The case covers three topics: offspring and international business; international corporate strategy; organizational design and learning. 1 .

What are the strategic challenges of reconfiguring a company like Chloroplast in which it transforms from a company with only domestically located activities to have offshore most of its production to a number of foreign locations? 2. Discuss the problematic introduction of the matrix structure.

Why can matrix structures be problematic in large organizations? What could have made the matrix structure more successful? 3. The case illustrates how

Chloroplast reconfigured its organization from being only domestically located to become truly multinational.

What are the organizational consequences of reconfiguring the company on a global scale? 4. Chloroplast went through an extensive learning Journey since the decision to offshore production facilities. Which key learning points were achieved, and how can the company ensure that this knowledge is embedded in future strategic considerations? . Identify, describe, and discuss the competitive environment and market characteristics if the industry in which Chloroplast belongs.

The case enables to examine the following topics: 1) the need for standardization and control vs... Differentiation and flexibility; 2) the tension between strategic control and entrepreneurial flexibility; and 3) situational leadership, and leadership models. More precisely, it can be used to build an understanding of the roles and responsibilities of country subsidiary management and the corresponding changes in the nature of the headquarters-subsidiary relationship, including the control standardization vs.

.. Adaptation, and the structures and systems built to manage that tension. 1 . What is your evaluation of the way Lavenders Cafe© has entered the China market? 2.

What changes (in any) should Aim Foster make? Specifically, what should she do about Louis Chin? And what changes (if any) would you propose at headquarters? 3. Prepare a specific action program for Foster to help her

deal with the need for continued growth in China. What should be on the agenda for her meeting with Chin?