

Frigoglass company report examples

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



Arguably, Frigoglass is one of the leaders in international Ice-Cold Merchandisers in the global market, as well as the largest bottle glass producers in the western region of Africa. In fact, it is focused in ensuring that all beverage companies are served accordingly with their needs.

Currently, the company operates in various regions in the world, namely Nigeria, Russia, Greece, Romania, china, India, turkey, South Africa, as well as Indonesia. Furthermore, it has established various stand-alone sales offices in some countries. Its customers include coca-cola, local juice and water, companies, energy drinks, as well as beer companies.

Frigoglass business model is part of business strategy, it describes the rationale in which the company delivers, creates, as well as captures the value in the market. Their business model is consumer centric. This implies that the company gives their customers first priority in all their activities. The business model focuses on three main pillars which include innovation, sustainability as well as quality. In all this pillars, innovation has been intergraded to business s strategy so as to create economic value in the company. The company has established its branches in most parts of the world, as well as stand-alone sales branches. The company produces quality products that cut across its competitors. This is secured trough supplier development, raw materials analysis, integrated quality assurance, as well as training of personnel.

Bespoke designs and innovations have been employed in Frigoglass business models to provide solutions to customers; especially in the trade and distribution channels. The business model focuses on providing cold drinks, as well as stimulating on-trade sales. Frigoglass business model integrates

sustainability that is based on environmental conservation within the area of operation. The business models of Frigoglass help in delivering value to its customers, converting customers pay to profitability, as well as entices customers in the globe to pay for value.

The company has major opportunities in the world. In the past years, the company has been expanding to many parts of the world opening full company, as well as stand-alone sales branches. The company has the opportunity of increasing its profitability by increasing the number of target markets. There are many upcoming beverages, beer, and soft drinks companies in the world; hence, the company should take the opportunity and capture the markets so as to increase its Furthermore, the world is moving to more environmentally products, and based on companies objective; meaning, there is a tremendous opportunity of winning new markets, and global recognition on environmental sustainability. The company should also increase its markets and go global in establishing more production hubs, so as to increase their market share.

Despite the global crisis, populations and lifestyle of people in the world is improving. Hence, there is increased demand of beverages, beers, and soft drinks. As demand increases, Frigoglass customers such as coco-cola will demand more supply of products. Therefore, the company should expound in its infrastructure and production possibilities. The company also should be involved more in corporate responsibility, especially in international sports. This move will increase customers' loyalty, and promote marketing. Basically, these unexploited opportunities can increase Frigoglass annual sales, profitability, customer base, and customers' loyalty.

There are major issues from internal and external that the company should overcome. Due to global financial crisis, prices of products have increased tremendously, meaning Frigoglas will have to increase its prices. The move might affect demand of Frigoglass Company, but this should be a challenge. The company should continue producing quality and environmental friendly products. Additionally, the weakness of the company is clear because it depends on beverage, beer, soft drinks companies. Meaning, incase these companies are affect ted they will too be affected either directly or indirectly. The company should venture into diversity, so that if one company collapses, the other companies will continue demanding. Moreover, there is upcoming competition from other related companies.