

# Diversification strategy

Business



Diversification Strategy Diversification Strategy I was not surprised to learn that Dartmouth owns and operates a ski resort, the Dartmouth Skiway. This is because Dartmouth is popular for its brief lift lines and low rates for hiking. With the presence of a campus, the old region of Dartmouth always has a decent combination of students, faculty, and civilians at the slopes of Ragged Mountains. In addition, Dartmouth University has a strong record of a small, family-open attitude. It would only be right for Dartmouth University to exploit this popularity and rich environment by creating a ski resort for its students and civilians (Helfat & Eisenhardt, 2004). With the help of ski patrol, ski guides, and ski teams from Dartmouth University, the school properly utilizes the almost ideal slopes of Ragged Mountains. I was also not surprised to learn that SNHU hosts and caters events through [www. uniquevenues.com](http://www.uniquevenues.com) because of the campus' convenient location on the border between Manchester and Hooksett (SNHU, n. d.).

3M offers products that balance the work and personal lives of the American public. For instance, 3M Command Strips are all-purpose hangers that users can use in bathrooms for towels, in the bedroom for jewelry, belts, photos, and accessories (3M, 2015). This makes 3M's command strips ideal for users who rent houses since property owners do not allow them to drill into walls or shelves. However, in February 2014, products made by 3M and aimed at industrial and consumers were recorded to be underperforming (Govindarajan and Srinivas, 2013). One 3M business is Display and Graphics, particularly its Architectural Solutions in the United States. 3M's diversification approaches in its Architectural Solutions form groundbreaking assets for individual and corporate clients. These approaches form the structure, methods, and tradition that allow clients to think and carry out <https://assignbuster.com/diversification-strategy-essay-samples/>

tasks in different ways in an effort to accomplish exceptional success (Govindarajan and Srinivas, 2013).

#### References

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