

# [Hyunaal](https://assignbuster.com/hyunaal/)

Due to ten roles In Korean currency, Hymnal Is Tackling a Log canalling as now to make its cars affordable to foreign buyers as compared to the Japanese cars, the main competitor of Haunted in the foreign markets. Conclusion and Implications Overall, this article presents a good picture of Handmaid's current situation in global market. Economic crisis in foreign countries, where Haunted operates, is the main reason of down fall in Handmaid's economic growth. Rise in Korean Currency has made huge impact in Handmaid's profits but this occurred from external environment that is beyond its control.

Haunted has also been not good enough in building a competitive advantage according to the definition given in Waddled et al. (2012: up. 21) that describes four building blocks necessary for building a competitive advantage: quality, speed, flexibility and innovation, responsiveness to customers. So, in order to say in the competition and maximize the company's profitability, Handmaid's management should come up with a plan, as how to use its resources more efficiently and effectively to make products more competitive as well as affordable to it buyers.

In addition, Handmaid's management needs to give more attention in Total Quality Management in order to avoid procedural errors in future.