

# Gene one scenario

Business



Gene One Scenario Introduction: The present study focuses on the current scenario of the Gene One biotech Company and tries to determine suitable alternatives and the associated pros and cons such that a best solution can be realized for the company.

Gene One Scenario:

Based on the scenario of the Gene One biotech company (Scenario: Gene One), the alternatives that can be recommended for the company to consider could be (i) to continue with the proposal the company has thought of regarding their growth and IPO, (ii) consider the internal issues risen by the leadership team and move on with their old system research and policies. The first case determines the company's taking some risk for the purpose of improving its business, while all the leadership members might not be satisfied or confident with the program, like the resignation obtained from Angela Thomas (Scenario: Gene One). In the other situation, although the internal conflicts might not arise, however the company would not find a better means to improve its business. Considering the dedication, responsibility and the performance of Don, the CEO of the company, it can be reflected that the best solution for the company would be to continue with its new plans. It needs to be understood in this context that in order for the company to keep up its position in the industry, it would have to reach out more to the public and deliver itself. Only dedicating towards research work might not be sufficient. In the process, taking some risks is justified, since business cannot be organized without risks.

Conclusion:

Thus the best solution for the company seems to be to move on for the new plans.

<https://assignbuster.com/gene-one-scenario/>

## References

- 1) Scenario: Gene One- the case study