

Case study example

Business



Case study Case study Introduction Every successful business grows as it continues its operations. Given the case of Graze, its operations make it necessary to expand as research and development efforts have contributed to the development of another product category. More to this, following the globalization of markets, Graze faces an option of venturing into international markets. Consequently, the following discussion looks at how the company can make a choice about the available growth strategies, factors to consider, as well as the likely future of Graze.

How will Graze decide on whether to enter another related market, geographic expansion, or continue organic growth in UK?

Various strategies can be used to determine the best strategy that Graze can use, to select the best option. A SWOT analysis, for example, allows Graze to identify the factors that are important in its' business environment (Bohm, 2009). The analysis helps the organization identify the internal strengths that it possesses, which could determine its' success if it decided to internationalize, continue organic growth in the UK, or enter a related market. Graze could also use the analysis to identify its' weaknesses, and the extent to which such shortcomings would interfere with organizational success. Additionally, the analysis would aid the company in determining the opportunities provided by the market. Sufficient opportunities would attract the business to internationalize, venture into a related product, or even continue growth in the UK. On the other hand, the analysis would help Gaze to identify the potential threats that it would face by choosing any of the options. Consequent to this, the company would make a sound decision concerning which option to explore.

What factors should Anthony consider in his future strategy for growth?

<https://assignbuster.com/case-study-example-essay-samples-61/>

In relation to internationalization, Anthony should consider the different cultures of the prospective nations. He should consider whether the countries enjoy snacking or not, and only venture into nations that favor snacking, over those that do not. Additionally, the tastes and preferences of the different people should be considered. This follows that some nations do not give any regard to healthy eating, while others make it a priority.

If Anthony was to venture into a related product that offers lunches, he should devise a strategy that identifies who the target market would be, and how to attract, as well as retain them. A lunch product, for example, needs to be delivered on a timely basis, given the time constraints of working employees. Therefore, the service ought to be carried out conveniently, to keep the business going. More to these, the service should be clearly differentiated from the snacking service.

Conducting a cost benefit analysis of the available options serves as a critical factor of consideration. Anthony should only invest in a strategy that promises positive returns to the organization, as every business gets oriented for success.

What does Graze's future look like?

The future of Graze looks promising. The company's present success faces an opportunity for growth, given the possibility of expansion. Launching a lunch product would attract a large pool of customers, given the tight working schedules in UK, thus promoting the chances of greater success. On the other hand, internationalization would increase the scale of the business, and increase the sales of the company, leading to greater dominance of the snacking industry. More to these, online strategies make the business more attractive as the company can reach a greater number of consumers, thus

<https://assignbuster.com/case-study-example-essay-samples-61/>

promising more sales.

Conclusion

Conclusively, Graze ought to grow its' business in consideration of the prevailing market conditions. A SWOT analysis would ensure that the company gauges its success, or failure in any market. Anthony should also consider the unique features of the industry the company operates in, as well as perform a cost benefit analysis that guides a business on the potential financial risks of growing the business.

References

Bohm, A. (2009). The SWOT Analysis. Norderstedt: GRIN, Verlag.