Pinnacle machine tool company case study

Business

The Pinnacle Machine Tool Company case is a case that studies the use of managerial decision making and different decision-making styles. Don Angles, CEO of Pinnacle Company, a machine tool company, had a decision to make on whether to acquire another company. The company Angles wished to acquire was Holman Inc. , a company known for their cutting-edge sensor technology and communications software.

Angles had heard a creditable rumor that a rival company was planning a aka-over of Holman, and by chance, Angles knew Holman well because of previous talks he had with them about a possible Joint-venture that never worked out. Angles believed that by acquiring Holman, Pinnacle could develop new software that would enable them to provide top-notch service to their customers.

For the four years that Angles has served as CEO for Pinnacle, he has used his gut Instinct while making many risky decisions and It has proven to pay off handsomely. He was able to Increase profit revenue growth and Increase market share, but through making those moves. E has chipped away at the company’s strong profit margins.

Angles recognized that it was time for him to change his strategy in order to help the company further: he wanted to transform the company into a high-tech service company in order to achieve growth and profit, and he believed that acquiring Holman would be a good place to start. However, some of Angles’ colleagues did not feel the same way. COOP, Sam Lodge, insisted that the timing was not right to invest in Holman. The drop in Pinnacle’s profitability had not escaped Wall Street investors, and investing in Holman