

# WADESHWAR RESTAURANTS: STRATEGIES FOR GROWTH

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# STRATEGIES USED BY ORGANIZATIONS

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## **Growth and diversification**

- A master strategy by organizations at corporate or business levels is growth
- pursue an increase in size and the expansion of current operations

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# 1. Growth through concentration

## Definition:

- To focus on developing one's specific area in the business to strength their company as a whole

## Example:

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- Pizza pizza wanted to focus on their food selections by adding Halal Pepperoni



# 1. Growth through diversification

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## Definition:

- The expansion in becoming diverse in one area of the business in a corporation that benefits the company as a whole

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## Example:

- Taco Bell and KFC are always beside each other to help reach each kind of customers



# **1. Vertical integration**

## **Definition:**

- When company or business is in control of manufactures or supply chain that makes materials for the company**

## **Example:**

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- Target is one in many companies that owns and controls their own manufactures and distributors because of this branded product are cheaper**

# Restructuring and divestiture

- Readjustments that are made when problems are brought up by difficulties in managing growth

These are few of the strategies used by organizations

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1. Downsizing  
- Definition:  
- Company reorganizes its structure to improve efficiency and reduce costs  
- Aspect of a business strategy

Example:  
- HSBC an international bank in concern of its global operations

1. Divestiture  
Definition:  
- When a company sells or disposes of a part of its business to focus on its core operations  
- Purpose of a company

Example:  
- In 2014, the Red Lobster restaurant chain was sold to private equity so they could focus on their core business



# 1. Retrenchment strategy

## Definition:

- Changing company's approach in a task or assignment, after it has failed and negatively effects the company

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## Example:

- General motors stopped making a lot of automobile parts to help them make a better profit

