

IF YOU NEED TO STUDY THE EXTERNAL ENVIRONMENT...



Strengths

1. PRODUCT DIFFERENTIATION
2. CUSTOMER RELATIONSHIP
3. INTERNATIONAL SALES
4. ON-TIME DELIVERY
5. COST EFFICIENCY
6. HUMAN CAPITAL

Opportunities

1. CHANGE THE CONSOLIDATION
2. GLOBALIZATION
3. INCREASE MARKET SHARE
4. PRODUCT DIVERSITY

Weaknesses

1. SMALL B2B
2. LACK OF PRODUCT DIVERSITY

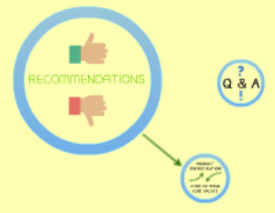
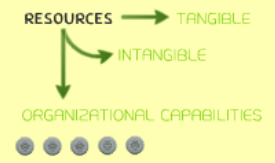
Threats

1. SLOW GROWTH RATE
2. SUBSTITUTABLE
3. EMERGING MARKET
4. PRICE PRESSURE
5. BACK AND FORWARD INTEGRATION

HOW COULD CC&S DIFFERENTIATE THEMSELVES?



PUSH ? OR ? PULL



CONCLUSION

- MARKET SHARE
- POTENTIAL MARKET
- CUSTOMER SERVICE
- PRODUCT PORTFOLIO



Crown, Cork & Seal in 1989



Harvard Case Solution &



Analysis



TheCaseSolutions.com

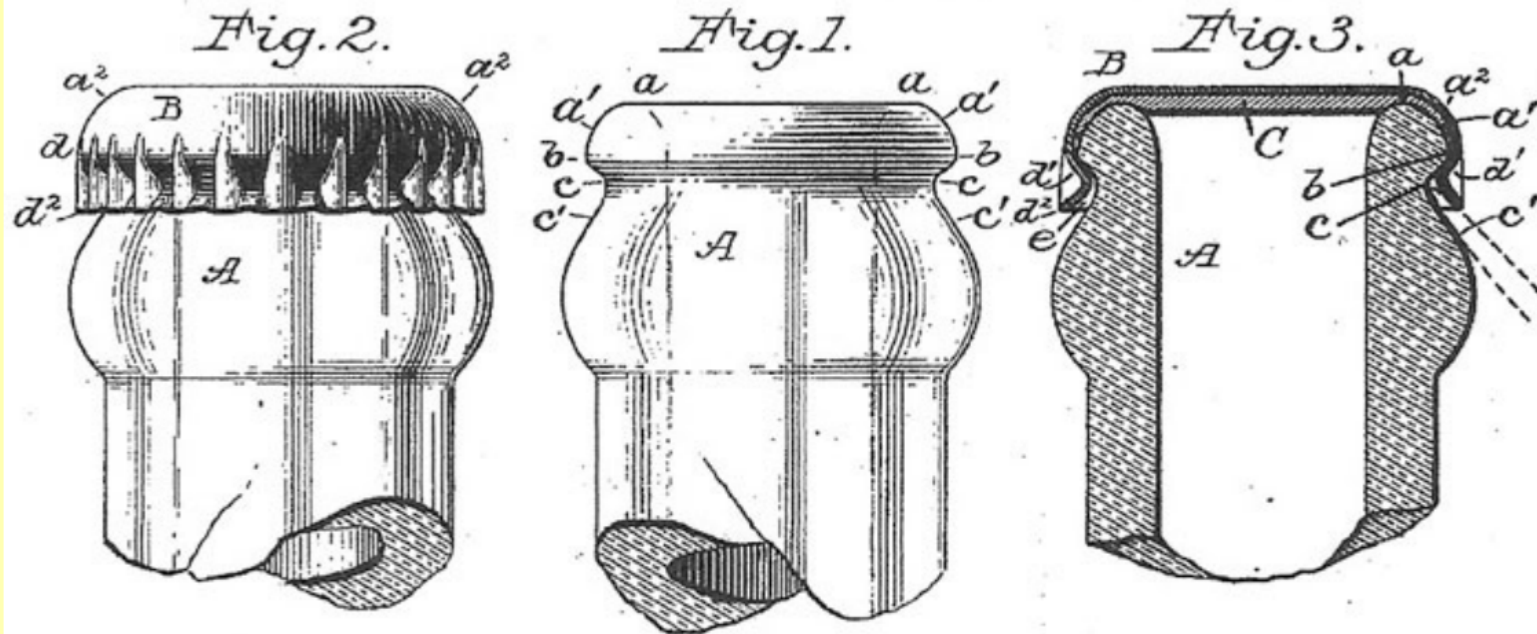


WHO IS CC&S?

W. PAINTER.
BOTTLE SEALING DEVICE.

No. 468,226.

Patented Feb. 2, 1892.





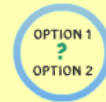
HOW COULD CC&S
DIFFERENTIATE
THEMSELVES?





The market → Analysis → Decision

ACTION!





OPTION 1

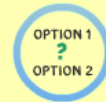
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OPTION 2



The market → Analysis → Decision

ACTION!



MARKET



ANALYSIS