

Situation Analysis

Ownership And Management

- Bobby J. Decker
- President
- Senior Management Team

Current Strategy

- Sell high quality products
- Old-fashioned accounting
- Run's America strong
- Maintain tradition and values
- Multiple brand register
- Emphasize customer service
- Sell all products wholesale
- Create loyal customers

Mission of the company

- Satisfaction in quality
- Strong family values
- Excellent customer care
- Sustainable brand register

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Problem Statement

Traditional Company

- Packaging
- Manufacturing
- Accounting

Selling strategy

- Wholesale
- Marketing



- Impact On The Firm**
- Management Information System**
- Decision Criteria**
- Options**

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Expand to
New Areas



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Problem Statement

Traditional Company

- Packaging
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- Accounting

Selling strategy

- Wholesale
- Marketing



Situation Analysis

Ownership And Management

- Board of Directors
- President
- Senior Management Team

Current Strategy

- Sell high quality products
- Old fashioned accounting
 - Batch Manufacturing
- Maintain traditional values
 - Maintain Brand integrity
- Employees resistant to change
 - Sell 30 percent wholesale
 - Create loyal customers

Mission of the company

- Commitment to quality
- Strong family values
- Increase company size
- Maintain Brand integrity

S.W.O.T

Strengths

- Long Business History
- High Quality Product
- Good Customer Service

Weaknesses

- Heritage Image
inc. packaging
- Poor demand forecasting
- Inefficient product planning
- No measures of productivity

Opportunities

- Online Business
- Organic Product Market

Threats

- Limited Targets
- Increase in Competitors

