

BW MANUFACTURING COMPANY

INTRODUCTION

The case of BW Manufacturing Company provides a rich account of a medium manufacturing firm and its diverse issues on operational and strategic levels. From this case, it is possible to learn more about the existence of general management practices that create specific company conditions, its operational inefficiencies, and the ways in which and reasons why it makes strategic decisions. The subsequent analysis is designed to focus on the critical problems, suggest strategies to address them and present recommendations regarding the possible improvements in BW Manufacturing's performance.

KEY ISSUES

Operational Inefficiencies: This paper demonstrates that BW Manufacturing has been incurs overwhelming operation inefficiencies, high costs, and low productivity. These weaknesses are assumed from old models of equipment, no standard procedure for timely maintenance of equipment and machines, and low efficient production flow.



STAKEHOLDER ENGAGEMENT:



Employees, suppliers, or any other stakeholders involved in change process will feel obliged and will be committed to the process. Lack of communication and feedback processes should be solved to overcome the problems and avoid misunderstandings.

CONCLUSION

Hence, as deduced from the BW Manufacturing Company case, there are critical lessons in the areas of operations, strategy and employees. Thus, efficient and effective action on the stated issues with implementation of the recommended solutions will lead to improved performance of BW Manufacturing and its readiness for stable and competitive development in the future.



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