

1. Elegant Furniture Co. is a renowned company specializing in high-end, custom-made furniture. Recently, the company has faced declining sales due to the rise of low-cost furniture retailers and changing consumer preferences towards modern, ready-to-assemble furniture. To counter this, Elegant Furniture Co. is considering expanding its product line to include affordable, ready-to-assemble furniture. Before proceeding, they need to perform an internal-focused SWOT analysis to evaluate their readiness for this strategic move.

As a business consultant, help Elegant Furniture Co. conduct an internal-focused SWOT analysis to evaluate their readiness to diversify into the ready-to-assemble furniture market. Identify and explain two internal strengths that can support their entry and two internal weaknesses that might hinder their efforts. Based on these strengths and weaknesses, provide three strategic recommendations to address their weaknesses and leverage their strengths effectively.

2. HealthyLife Pharmaceuticals, a mid-sized company specializing in the development and distribution of innovative health supplements, has recently experienced rapid growth. To sustain this growth and improve their strategic management, the company's management team is considering implementing the Balanced Scorecard (BSC) approach. They aim to align their business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organizational performance against strategic goals. You have been hired as a consultant to assist in this process.

As a consultant, help HealthyLife Pharmaceuticals implement the Balanced Scorecard (BSC) approach. Describe how the company can develop objectives and measures for each of the four perspectives of the BSC. Provide specific examples relevant to HealthyLife Pharmaceuticals.

3. TechFusion Inc., a leading company in the consumer electronics industry, primarily produces smartphones and tablets. Over the past few years, the market for these products has become highly saturated, and competition has intensified. To sustain growth and reduce risk, TechFusion Inc. is considering diversifying into the smart home devices market, including products like smart thermostats, security cameras, and voice-activated assistants. The management team wants to understand the implications of this diversification strategy.

As a strategic consultant, help TechFusion Inc. evaluate their decision to diversify into the smart home devices market. Identify and explain two potential advantages and two potential challenges of this diversification strategy. Based on these advantages and challenges, provide three strategic recommendations for TechFusion Inc. to successfully implement this diversification.

4. EcoClean Solutions, a company that produces environmentally friendly cleaning products, has established a niche market presence. However, they are now facing competition from larger companies entering the green cleaning market. To stay competitive, EcoClean Solutions is considering adopting a cost leadership strategy to attract more price-sensitive customers while maintaining their commitment to environmental sustainability.

As a strategic consultant, help EcoClean Solutions evaluate their decision to adopt a cost leadership strategy. Identify and explain two potential benefits and two potential risks of this

strategy. Based on these benefits and risks, provide three strategic recommendations for EcoClean Solutions to successfully implement a cost leadership strategy while maintaining their commitment to sustainability.

5. Healthy Bites, a company specializing in organic food products, is seeking to enhance its competitive advantage and improve overall performance. The management team believes that conducting a value chain analysis could identify areas for improvement and innovation within the company's operations.

As a strategic consultant for Healthy Bites, your task is to create a value chain analysis framework tailored to the company's operations. Develop a detailed value chain analysis for Healthy Bites, identifying primary and support activities and proposing specific strategies for enhancing value creation at each stage of the value chain.

6. Fashionista Boutique, a boutique clothing store specializing in high-end fashion, has been facing challenges in positioning itself effectively in the market. With increasing competition from online retailers and fast-fashion chains, Fashionista Boutique is considering repositioning itself to attract a younger demographic while maintaining its reputation for quality and luxury. The management team is seeking strategic guidance on how to effectively position the firm in the competitive fashion market.

As a strategic consultant, help Fashionista Boutique develop a strategy for repositioning the firm to attract a younger demographic while preserving its reputation for quality and luxury. Identify and explain two potential positioning strategies that the company could adopt. Additionally, discuss two potential challenges Fashionista Boutique may face in implementing these strategies. Based on these strategies and challenges, provide three strategic recommendations for Fashionista Boutique to successfully execute its repositioning strategy.

7. GreenTech Solutions, a renewable energy company, is evaluating its product portfolio to optimize resource allocation and drive strategic growth. With a diverse range of products and services in solar, wind, and hydroelectric power generation, as well as energy storage solutions, the management team seeks a systematic framework for portfolio analysis and decision-making.

As a strategic analyst for GreenTech Solutions, your task is to apply the GE 9 Cell Model to evaluate the company's product portfolio and prioritize investment opportunities. Conduct a thorough analysis of GreenTech Solutions' product portfolio using the GE 9 Cell Model, assessing each product's market attractiveness and competitive position.

8. TechInnovate Inc., a technology startup, aims to gain a competitive edge in the tech industry. Conduct a Resource-Based View (RBV) analysis for TechInnovate Inc., identifying key resources and capabilities and assessing their potential for competitive advantage.

Utilize the VRIO framework to evaluate each resource and capability. Provide strategic recommendations to leverage strengths and improve competitive position.

9. TechGenius, a successful software development company, is considering expansion into new geographic markets to capitalize on growth opportunities. The management team believes that strategic expansion is crucial for sustaining long-term growth and increasing market share. As a strategic consultant for TechGenius, your task is to develop an expansion strategy that identifies potential markets and outlines the approach for market entry.

10. EcoTech Solutions, a leading renewable energy company, is exploring opportunities for international expansion to accelerate growth and diversify revenue streams. The management team recognizes the potential benefits of internationalization but is also aware of the challenges involved.

As a strategic advisor for EcoTech Solutions, your task is to develop a comprehensive internationalization strategy that maximizes opportunities and mitigates risks. Outline the steps for entering new international markets and establishing a global presence in the renewable energy sector.

11. Global Enterprises Inc., a multinational conglomerate, is undergoing a strategic review to enhance organizational effectiveness and drive sustainable growth. The management team recognizes the need for a holistic approach to organizational analysis and improvement. As a strategic consultant for Global Enterprises Inc., your task is to apply McKinsey's 7s Framework to assess the company's current state and develop recommendations for alignment and improvement across its seven key elements.

12. FoodieDelight, a popular restaurant chain, is facing increased competition in the highly competitive food industry. To maintain its market position and attract customers, the management team is exploring innovative business tactics to differentiate the brand and enhance customer experience. As a strategic consultant for FoodieDelight, your task is to propose creative tactics that align with the company's brand identity and target customer preferences.

Recommend innovative business tactics for FoodieDelight to differentiate its brand and enhance customer experience in the competitive food industry.