Case Study Springbok

By Jan Borsdow

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 28/35, University of Queensland, course: Strategic Management, 1 entries in the bibliography, language: English, abstract: Springbok Group is a South African based grocery retailer looking to invest in the Australian grocery industry. The organization has invested in the Australian market through the acquisition of the floundering retailer, Clinton s. Clinton s have been forced to sell their Australian market share due to non-profitability and impending bankruptcy, a result of the incompatibility of the company s existing strategy and the Australian market. Springbok Group believes that there is potential in the Australian market, as groceries represent 10% of the total GDP (AU$158.4 billion of the Australian economy). In order to tap into this market careful planning of the firm s strategy must be carried out. Strategy is exclusively concerned with specific competitive advantage, and for Springbok to avoid the mistakes of their predecessors they will need to implement a strategy allowing more efficient operation in the environment and define unique competencies....

Reviews

This is the finest book i have got study till now. It usually does not price a lot of. I found out this publication from my i and dad encouraged this book to understand.

*-- **Jamil Collins***

Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.

*-- **Brian Bauch***