

CIMA 2014, Merbatty Case Analysis

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Abstracts

The purpose of this particular report is to highlight, analyze and assess all the problems being faced by Merbatty right now. In the beginning of this report, strategic and financial analysis of industry and Merbatty are done. Merbatty is facing four major problems at this time, that are categorized as two major categories for convenience. These two categories cover: a) Problems that affect business and profitability & b) Strategies for company's expansion and marketing, respectively. First problem: Company's supplier Topcrest doesn't deliver the hull in time. Therefore, the experts advise Merbatty that it should end the contract with its current supplier and try to work on order's completion. After that, it should look for sincere suppliers to work with in long term. Second problem: The biggest shareholder to Merbatty is JKL, while Alberto Blanc is just the chairman of this company but he considers himself the owner of Merbatty. On another note, Alberto loves to do charity which costs a lot to company as stated by JKL's Investment director, Mister Simone Lellet. It is also advised that Merbatty should improve communication between its shareholders and Alberto should know where he stands and that he is not the only person who can control Merbatty. Last problem: There is a lack of ethical implication during the work process at Merbatty. One of the company's employees, named Paulo, came to work after taking a high dose of drugs. He couldn't walk and hurt his leg very badly. This incident shows that how much ethical the Merbatty's employees are.

While for the purpose of brand marketing and expansion, company's marketing director, Jesper, who is also the son of the company's chairman, proposed for building a racing speedboat that his father refused to accept. However, this will not only increase the demand for large boats but also increase the brand value of Merbatty. Merbatty still has to look for an interior designer for the new speed boat. Two designers are available i.e Cooper and Arabian designers and the company should appoint Cooper designer as they are the best in Middle East. Sales director, Stefan, should combine with agents of HR director, Marie, rather than thinking of replacing agents with sales staff. In the end,

Merbatty's five financial years are assessed that conclude that company should expand its market share and increase the total profit.

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