

# CIMA Merbatty Case Analysis (3000 words)

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Date: May 2016

Pages: 19

Price: US\$ 60.00 (Single User License)

ID: C490B44EAD3EN

## Abstracts

Following report focuses on identification and assessment of problems faced by Merbatty recently.

In the beginning, both Merbatty and the industry are analyzed financially and strategically.

Merbatty has been facing 4 issues mainly that are categorized into two wider ones; problems that threaten business and its profitability and strategies related to promotion and expansion.

The first problem is hull's late delivery from Topcret that is company's key supplier.

It is recommended that Merbatty should contract with more suppliers and complete the order on time.

The second problem - The chairman of Merbatty, Alberto, considers that he owns the company however JKL is the second biggest stakeholder of Merbatty.

Alberto likes to do charity but JKL doesn't like that.

He thinks that it causes a huge cost to company.

It is advised that Merbatty should let them communicate with each other and eliminate their misunderstandings.

The final problem: An employee of Merbatty, named Paulo, walked into the workplace being high on drugs and he couldn't keep himself balanced and fell down.

Consequently, his leg got broken.

This is an unethical behavior that shouldn't happen at work at all.

Marketing director of Merbatty, Jesper, wants to launch a new speedboat and race it in competition also.

This could be very beneficial for the company's profitability and expansion.

But the problem is that, Alberto is father of Jesper, and he thinks that it is not a good idea but a waste of money.

But, Merbatty should work on this idea because Middle East market is huge and there is a huge demand for luxury boats.

Launch of new model speedboat will also help in promoting brand name.

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