TOPIC; Strategic Management & Leadership

Description

write a strategic report to help save a company that is on the ropes: it is losing money, it is losing market share, and it seems to have lost its identity.  Unless you intervene, the company will have to fold. The company should be a real company which is encountering the above-mentioned scenario, it can be a multinational company or a small or medium enterprise. Your first assignment is to help save a company that is on the ropes: