

Establishment of Quality Strategy for Brix & Co



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Short Description

Quality Indicator for a TV Company

Description

Establishment of Quality Strategy for Brix & Co

Brix & Co is a proprietorship firm located in Dhaka. It is a TV Spare parts manufacturing company. It is in existence for more than 55 years. There are recent plans in the company to export its products abroad. Twenty young professionals who are highly talented were also recruited recently.

The proprietor, Mr. Shah Alam is a strict disciplinarian who is 70 years old. He is known for his autocratic style of management. Mr. Shah Alam attended seminar organized for executives on quality management. Attracted by the principles taught in the seminar, he wanted to make his company a quality company. The same day he sat alone till 2 am and formulated a vision statement for his company. The next day morning at 8 am he called for an urgent meeting of all the 60 employees he had and announce proudly his intentions of making the company a quality company. He also announced the vision statement for the company. By 10 am about 100 placards with the vision statement were made ready and fixed in all important locations. All the employees were surprised to see the placard everywhere and wondered what it is all about. Mr. Shah Alam enforced that the vision of the company has to be adhere to by everyone. He was confident that company will soon become a quality company.

One month later, Mr. shah Azad approached his brother Mr. Shah Alam to help him in

starting a joint venture company. Mr. Shah Azad was new to business. Mr. Shah Alam being very much attached to his family, readily agreed to his brother's proposal to start a new company. For the next six months, Mr. Shah Alam spent more than 80% of his time in the establishment of the new company.

In the meantime, Brix & Co in Dhaka, had a setback. Even though Brix & Co has set targets to exports, the situation was so bad, they could not even penetrate the local market. Percentage rejection increased and the balance sheet showed heavy loss.

Discuss:

1. What according to you is the reason for the setback in Brix & Co?
2. What would be your advice to Mr. Shah Alam to revamp the situation?
3. **What would have been the right strategy for Mr. Shah Alam in the beginning?**
4. **Do you feel that Mr. Shah Alam should not have started the second company? If he still wanted to start what he should have done?**

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers