

THE EXECUTIVE CHIC INC.

EXECUTIVE SUMMARY

The Executive Chic Inc. is a family-owned corporation with the purpose of tailoring custom-made uniforms for identified members of the community. The original operation of the company commenced at the Province of Nueva Ecija through the leadership of the matriarch of the Gonzales Family. It has been registered at the Securities and Exchange Commission (SEC) on September 02, 2002.

Currently, the company operates at 58 Pla Pla St., Kaularan Village, Brgy 014, Calocan City, Metro Manila. The pioneer of the company is Ms. Illuminada Gonzales and was later on succeeded by her daughters, Ms. Nimfa Gonzales-Pacson and Ms. Marissa Gonzales-Santiago.

The target customer of The Executive Chic Inc. are institutions from the public and private, including national agencies, local government units and premier companies in the metro. It has a generic strategy of being cost leader in the garments industry, particularly the custom-made sector. Furthermore, the

The major concern for The Executive Chic Inc. is the inventory management and marketing strategy of the company.

At present, the inventory management of the business practices *safety stock strategy* where a bulk of inventory materials are maintained by the company. This strategy has caused efficiency issues in the resource allocation of the business.

Also, the production capacity and target market of the business has also causes major concerns. With the tough competition in the market, the marketing approach of The Executive Chic Inc. lacks presence in the social media aspect. Furthermore, the fully depreciated machines hamper the production capacity of the business.

To fully assess the business' competitive position in the market, the researcher utilized a variety of tools to grasp the external and internal environment of the company. Through the Internal-External Factor Evaluation Matrix, the researcher was able to extract the ideal strategy to implement for the business which is the **Hold and Maintain Strategy** through *market penetration and product development*.

Strategic Management Paper

Michael Rajnik



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Table of Contents Strategic Management Paper

1. Understanding the eBook Strategic Management Paper
 - The Rise of Digital Reading Strategic Management Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Management Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Strategic Management Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from Strategic Management Paper
 - Personalized Recommendations
 - Strategic Management Paper User Reviews and Ratings

- Strategic Management Paper and Bestseller Lists
- 5. Accessing Strategic Management Paper Free and Paid eBooks
 - Strategic Management Paper Public Domain eBooks
 - Strategic Management Paper eBook Subscription Services
 - Strategic Management Paper Budget-Friendly Options
- 6. Navigating Strategic Management Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - Strategic Management Paper Compatibility with Devices
 - Strategic Management Paper Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Strategic Management Paper
 - Highlighting and Note-Taking Strategic Management Paper
 - Interactive Elements Strategic Management Paper
- 8. Staying Engaged with Strategic Management Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Strategic Management Paper
- 9. Balancing eBooks and Physical Books Strategic Management Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Strategic Management Paper
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Strategic Management Paper
 - Setting Reading Goals Strategic Management Paper
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategic Management Paper
 - Fact-Checking eBook Content of Strategic Management Paper
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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