

Executive Summary

A business is managed not only for short term results, it is an approach which short term and long term objectives of a business are achieved in a sustainable manner, the entire process of the same can be referred to as the business model of an organization. As such well-crafted, intended strategy plays a major role in achieving company's long term objectives. Sometimes unplanned strategy can arise in response to unexpected opportunities and challenges in the changing environment. Those can be called as emergent strategies. Sometimes unexpected challenges may lead to go beyond its intended strategy & achieve a higher level. In today's business environment, in different degrees both the intended strategy & emergent strategy together generate the realized strategy of the business.

Vogue Tex group is now one of the leading apparel manufacturing company in Sri Lanka. The company has not only survived but also grown in several aspects such as revenue, profitability, contribution to the economy as a foreign exchange earner, creating many employee opportunities & developing workforce while satisfying all the other stakeholders with the company & outside. The company has stringent standards on health & safety and human rights at a globally acceptable level. The company has already obtained several awards & certifications such as ISO 9001:2008, ethically correct certified company (SA 8000), global security verification(GSV), confidence in textile, worldwide responsible accredited production(WRAP), C-TPAT, business social compliance initiatives (BSCI) & etc.

The story of resilience of Vogue Tex has been critically evaluated in this management case study. Vogue Tex has crafted & executed well in winning formula to outperform the global challenges. In this study author look in to factors such as cost controlling, process improvements, innovations, clustering, strategic leadership as the variables to evaluate the cause & effect relationship of them to the resilience of Vogue Tex(Pvt) Ltd. Previous studies on the above mentioned factors has shown a positive impact of resilience of respective organizations.

“There is a way to do it, better find it”- Thomas Edison