

## **EXECUTIVE SUMMARY**

Business Strategy is the key factor of success or failure of a business. The objective of this case study is to assess the business conclusions made by Influx Industry Inc. in context of supply value chain, diversification and value innovation during turbulent times.

Many businesses follow diversifications as a strategic direction. However, many businesses have failed trying to follow diversification due to complexity to manage. But Influx has successfully followed the diversification along with value innovation and improved supply value chain.

The case study was carried out in order to identify the key factors of supply value chain, diversification and value innovation in conjunction to the management knowledge gained through reading for the Executive Master of Business Administration.

In order to structure the study, a case framework was developed based on the management concepts gathered by doing a literature study. Article by W. C. Kim and R. Mauborgne, 'Value innovation: The strategic logic of High Growth' and M. E. Porter, Competitive Advantage: Creating and Sustaining Superior Performance have given valuable insights to espouse the framework.

Case analysis review macro environment analysis for detail understanding on how abrupt policy and regulation changes have impacted the business. Business analysis was reviewed with competitive SWOT analysis. Finally, success justification is done with a financial analysis in relation to key drivers used within a framework.

The study revealed that the main factors of success due to diversification through market penetration and supply value chain support activities. In addition, value innovation has given the company solid foundations to sustain its growth platform. All these factors have been identified and presented by combining the evidence gathered through marketing and financial analysis.

The report is concluded with the recommendations to the organization and providing insights to other business planning solutions to invest in overseas operations. The study

recommends Influx to review its drivers and strategies as per the market conditions on an on-going basis. Similarly, the study brings in valuable observations for Influx to review risks such as currency exchange and to find alternative ways to mitigate risks. This, study suggests to review new strategies to diversify growth by manufacturing in different countries such as India and look at selling in such markets.

The intention of this case study was to reveal how abrupt policy and regulation can affect businesses and how businesses can transform perceived challenges strategically to align for business advantages.