Azad Products (Pvt.) Ltd.: The Challenges Ahead

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Abstract
This case study investigates key competitive advantages, opportunities and challenges faced by Azad Products (Pvt.) Ltd. (hereinafter referred to as APPL) - a pioneer in printing service company of Bangladesh. Over the last three decades, the company has gone through the dynamics of ever changing consumer tastes and preferences embraced with technological shifts. The company develops diverse products consisting of greeting cards, calendars, view cards, posters and so on. APPL is the first ever company in Bangladesh to bring forth a complete printing solution encompassing such a broad product categories. Its impressive list of products entails a myriad of strategic issues regarding supply chain activities, future expansion plan and current challenges faced. After 35 years of its successful operation, now, APPL is considering a strategic plan for sustainable growth and market leadership in the upcoming years. This case is an effort to probe further into this promising company’s strategic elements and future potential.

Keywords: Bangladesh, greeting card, printing and publishing, Azad Products

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