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RECOVERY STRATEGIES TO REGAIN COMPETITIVE ADVANTAGE: A STUDY OF BLUE RIBBON INDUSTRIES

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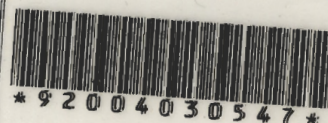
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*Submitted in partial fulfillment of the requirements of a Bachelor of Commerce (Honours)
degree in Marketing*

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ACKNOWLEDGMENTS

ABSTRACT

The research project presented a study on the recovery strategies that can be used to regain competitive advantage in the food industry with specific reference to J. A Mitchell's. The major reason for carrying out the research was the heavy influx of cheap imports over the past year. The researcher therefore, wanted to establish the strategies to be used in regaining competitive advantage since the company's market share was eroded by competition. Five objectives were developed; to establish the causes of poor performance by the company, to establish the strategies that J. A Mitchell's can adapt to regain its strength in economic development, to explore the contribution that is made by J. A Mitchell's to economic development, to explore the challenges that influence the running and management of the company and to establish the causes of the rise in competition in the food industry.

Various literature was reviewed during the course of the study. Relevant literature authorities such as Porter Michael E. and Thompson Jr A.A and Strickland III A. J to mention a few were reviewed so as to gather appropriate information. Descriptive research design was used. Primary and secondary data collection methods were used. Questionnaires and interviews were used to gather information which was analysed and presented in the form of tables, pie charts and bar charts. Various findings and conclusions were presented.

The main conclusion of the study was that the food industry has experienced stiff competition from the imports. As a result, J.A Mitchell's market share reduced due to competition as well as the economic effects of the turbulent environment which resulted in lower quality products. The researcher then recommended the following that J. A Mitchell's should revise its strategies particularly promotion so that customers are aware of the existence of the products after the period of closure by many companies. In addition, it has to seek other sources of finance so that it can acquire new machinery to increase quality, minimize costs as well as being technologically advanced.