

International Paper Foodservice Business: Strategic Choice and Evaluation Essay

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International Paper Choice and Evaluation

International Paper Foodservice Business is known for the high-quality paper product they products. Consumers can also depend on the company utilizing recyclable products to help prevent damage to the environment. International Paper Foodservice Business company mission statement states be one of the best and most respected companies in the world - as measured by our employees, our customers, our communities and our shareowners” (International Paper, 2011). International Paper Foodservice Business mission statement reflects the goals that are essential to the growth and future success of the company. However, the company will need to evaluate different alternatives to identify future growth. International Paper Foodservice Business should identify the best value discipline, generic [strategy](#), and grand strategy for the organization. Management must understand the importance of the two principals prior to making strategic decisions. Management can use both principals as they include the long-term objectives and the grand strategy. Additional, management will need to recommend an appropriate strategy or strategies to implement the process of growth.

Alternatives for Growth

International Paper Foodservice Business is currently on a path that will ensure

the company reaches full potential growth, however the company leadership team must ensure that the company has a solid strategically foundation. The current market and any new market that International Paper desires to enter should be evaluated for alternative strategies to ensure full growth. As International Paper Foodservice Business continues to grow in its existing markets, the company must ensure that they preserve the quality o...

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...rent on the market. The generic strategy that International Paper Foodservice Business currently uses has been successful for the company because of the loyal customers and their needs are met through the customer-oriented products and product design. International Paper Foodservice Business grand strategy has allowed the company to maintain several businesses domestically and globally. International Paper Foodservices business will remain the leader in paper product as long as management and its employees continue to understand these strategies.

Works Cited

International Paper. (2011). Corporate Profile. Retrieved on March 23, 2012 from <http://www.internationalpaper.com/Our%20Company/About%20Us/index.html>.

Pearce, Jack. & Robinson, Richard. (2011). Strategic Management: Formulation, Implementation, and Control. (12th ed.). New York: McGraw-Hill.

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