

Review Article

AANJAYA POLYMERS: A REVIEW OF STRATEGIES ADOPTED

Diljeetkaur Makhija,

Assistant Professor, Institute of Management, Nirma University

Email Id: diljeetkaur@nirmauni.ac.in, diljeet.makhija@gmail.com

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Abstract:

Aanjaya Polymers is a partnership firm founded in 1998 focusing as a trading firm, which vertically integrated itself into a manufacturing firm in a decade. The family owned business was passed from the first generation to next, and with the joining of young mind, the company makes various strategic decisions which change the destiny of it. This paper describes the journey of this company from being a trading firm of raw material of FRP polymers, to a manufacturer of FRP polymers with geographic expansion and diversification in another industry as part of growth. The paper reviews the various strategies adopted by the firm and their impact. This paper can be discussed in class for courses like strategy management, operations strategy, operations management and managing growing organizations. The paper can also serve as a food for thought for would be entrepreneurs.

Keywords: Family owned business, diversification, expansion, family owned business
