

# Discussion

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Sustainability in Matthew's Commercial Engraving

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Sustainability is the aspect of a firm to ensure in relatively ongoing activities to justify its endurance in business. Lack of proper strategic plans may lead to a company's lapse if it fails to sustain itself in the long run. Depleting resources and poor management will endanger many organizations to collapse even before achieving their set long-term goals. Matthew's Commercial Engraving has sustained itself over decades as a family business. The CEO of the company laid firm foundations for generations to come. The purpose of this discussion is to advise Steve Mathew on how to build Matthew's Commercial Engraving for better sustainability.

Steve's attitude toward social responsibility impact Matthew's Commercial Engraving strategy was misinformed. Whatever he was reacting towards was only made public in the first place. Otherwise, that's what his company has been using to make their services better. Matthew's Commercial Engraving has almost all of these features. They use waterless offset printing and UV offset printing. They also have new press dryers and cooling systems that save energy. They don't have automatic ink dispensers, but they can quickly get them because they have been budgeted for this year's budget. The CEO maybe had not gone through the strategic plan to understand every detail of it. The company is well informed and prepared to sustain itself in the business.

Matthew's Commercial Engraving should not respond to this new strategic plan published by their competitor. Replying to a competitor will justify more chaos to erupt. In my opinion, I would advise Matthew's Commercial Engraving to come up with a more effective strategy that is aimed at winning more clients other than responding to its competitor. The above-stated plans by their competitor aim at improving the quality of their

printing business. Matthew's Commercial Engraving on response may initiate quality plans at lowered costs to counter their competitor (Petratos, Ljepava and Salman (2020)).

Differentiation is the key in strategy processes. When organizations differentiate their plans, great, new, and different ideas flow, the management should keep their thoughts on top of the game when handling strategy plans. The pictures will enable their sustainability plan active and viable. It means aiming at the same output with a different project without malpractice. Without understanding their competitor's plan, copying from each other may lead to collapse or destruction instead of growing to better.

### Work Cited

Petratos P.N., Ljepava N., Salman A. (2020) Blockchain Technology, Sustainability and Business: A Literature Review and the Case of Dubai and UAE. In: Mateev M., Nightingale J. (eds) Sustainable Development and Social Responsibility—Volume 1. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development). Springer, Cham. [https://doi.org/10.1007/978-3-030-32922-8\\_7](https://doi.org/10.1007/978-3-030-32922-8_7)

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