# **Situation Statement**

## **Problem**

Helwani Bros, a company known for producing food products, is currently facing several significant challenges that are affecting its operations. One of the key issues is a recently passed law that requires processed meats to be made from imported meat. This change has caused a sharp rise in production costs due to the higher price of imported meat, making it more expensive for the company to maintain its usual production.

In addition to this, the company is struggling to source sesame seeds, which is a crucial ingredient for some of its products. The problem has been exacerbated by import restrictions that have either limited the availability of sesame or made it harder to import. Moreover, there is now an added financial burden as suppliers demand upfront payments in U.S. dollars creating significant pressure on Helwani Bros, making it difficult for them to maintain smooth operations and meet market demands.

## **Effect**

Customers are increasingly frustrated with the lack of availability of Helwani Bros' meat products due to the halt in production caused by rising costs. Additionally, the shortage of sesame seeds has severely affected the production of tahini, a key product for many customers. The limited product availability and potential price hikes have led to dissatisfaction among regular customers who rely on these staple items. Many may start to seek alternatives from competitors.

## **Impact**

Helwani Bros' credibility is being damaged as stock shortages continue. The company's ability to meet customer demand is compromised, allowing competitors to take advantage of the gaps in supply. Financial strain is also building due to the high costs of imports and the need for upfront payments in U.S. dollars, reducing profitability. If these issues persist, Helwani Bros could lose significant market share, and long-standing customer loyalty may diminish as customers shift to more reliable brands.