# E-Types’ Path to Success

**E-Types has established itself and has differentiated itself through its delivery processes.  It is becoming a player by getting to know the client inside and out, therefore being able to understand the scope and needs of a project even better than the clients themselves, resulting in spectacular deliverables. These processes sit at the core of the business and should not be swept aside as E-Types grows. Rather, E-types should push this strategy of extensively researching and understanding clients while taking new risks and expanding the scope and diversity of projects it undertakes. A sound strategy will be key to ensuring E-Types is ready to grasp any opportunities that comes by, as well as disrupt the industry enough to gain enough advantage to potentially even take the company multi-national eventually.**

**Too often, management formulate sub-optimal strategies either by having too conservative a view of the current environment/opportunities (deciding to pass on this completion for instance) or neglecting/mis-reading critical environmental conditions (such as what happened when Lego outsourced its production to other countries).**

**As it is becoming an established player in the industry, now is the time for E-Types to start using the strategy of Embrace, Extend and extinguish. E-Types is becoming famous enough, as proven by the fact an offer was extended to participate in the sports logo competition, that it can start using a bigger portion of resources to embrace a more diversified portfolio of project.**

**E-Types is at a critical junction in its history. By submitting both projects to the competition selection team, E-Types avoids conservative estimates of client pick (they could choose the more modern design) as well as doubling its chances of starting a potentially very fruitful relationship with the Danish sports teams. Participating in the competition and sending both designs in sends a powerful message. E-Types understands the pressures on the sports teams but there is great potential to surprise/impress the audience and really make these sports team unforgettable. Even if E-Types does not win, communication channels are open with these sports authorities and can be leveraged to complete projects the designers will be proud of in the future, as well as gaining the exposure necessary to open dialogues with other companies based on even a conservative design, then using the E-Type process to sway these clients to a more avant-guard design. Should the conservative design get picked, the company can then use it as a ploy to get a bigger foothold into the market to disrupt the competition and get a slight advantage through exposure, word of mouth and low resource marketing.**

**Additionally, participating in the competition, even without a win, gains the company much more exposure to solicit/aggressively recruit new clients and projects, in which the company’s proprietary process can then be used to generate the deliverables E-Types is known for.**

**E-Types should use the exposure gained, especially if the company wins the competition (even if it is the conservative design that wins) to aggressively market its processes and philosophy, even while pursuing the occasional “conservative” project. In the near future, E-types should start leveraging its resources and marketing capabilities to diversify its client base by luring them with semi-conservative designs before using the E-Types process sway them into risk taking and adopting the type of design favored by E-Types.**

**As a mid-term and long term strategy, E-Types should invest in market research and SMEs who understand cultural potentials outside Danish borders, in order to avoid the pitfalls commonly associated with going multi-cutural. Embracing a diversity of projects gives E-Types the power to further disrupt the industry (a ploy – making its biggest rivals think that it is becoming conservative) while refining its marketing tactics. Hiring Cultural and industry SMEs coupled with the proved design process will establish E-Types as a global design leader.**