**Crocs Case: Notes**

**How should Crocs exploit their competencies in the future**?

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| **Alternative** | **Match Competencies?** | **Not Match** |
| **Vertical acquisition: low cost commodities** | -  | -  |
| **Growth by acquisition** | -  | -  |
| **Growth by product expansion** | -  | -  |

. You’re Ronald Snyder (CEO of Crocs). What would you do? What to you say to the Board?

**. Lessons Learned**:

* Having a good product is not enough – Innovative (for shoe business) supply chain yielded business value
* In the business Crocs is in – supply chain is not a long term competitive advantage. For which businesses, can a supply chain be a competitive advantage?
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