

15.031J eDMP

Please be prepared to discuss the following questions regarding the Husky Injection Molding case:

1. What is Husky's strategy? Why has the company been so successful in the period prior to the recent problems?
2. Are Husky's injection molding systems worth the premium price the company charges? How much of a role does their energy efficiency play in warranting a premium price?
3. What has caused Husky's current difficulties?
4. How should Schad and the company respond, e.g lower price, find ways to increase the differential quality of their products (energy efficiency?), focus on buyers/segments that place a higher value on the difference?

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