Over all, in this report we have analyzed the newly introduced strategy of the JDC Graphics (pvt) ltd which is under the Nawaloka holdings in recent past year. We interviewed the strategic manager and accountant of the company and got the details about their strategy. We have refer their internal growth percentages and identified the impact of the new strategy.

We can conclude our report as follows.

1. JDC Graphics has introduced new technology called “CDI Technology” which is a German technology. Organization has the more than 80% of the market share. They are using the newest technologies in the market. This technology was introduced very first in Sri Lanka by this organization.
2. They have got feedbacks from suppliers and customers regarding problems which they experienced in their service. They obtained some suggestions from the suppliers and the research and development team. They have discussed with the management planning and business development team which have technical experts.
3. They have identified that their main drawback was less speed and found the strategy to solve the problem. They did the market research to get further information about the new technologies. They have done the SWOT analysis and technical research which was performed by their technical team.
4. They did not face big problem to import the technology because their high level management was very flexible and very supportive for these activities. However they have faced the financial problem to obtain the technology. Because this technology is very expensive which is more than 100 million LKR.
5. Technology implementation was not a difficult task to organization since their organizational culture is always acceptable for the new technologies. High level management gave the approval to implement the strategy. Because they want to fulfill their customers’ requirements as well as they want to increase their customers.
6. They have trained the employees for the new technology. New technology integrated with the accounting ERP system. They gave various kind of trainings to them. They sent some employees to Foreign for the training. They hired experts from foreign and trained employees.
7. At the time of the implementation their expected benefit was the customer satisfaction which ensure the growth, turnover, retention and market share. As our analysis and management’s opinion they achieved this through to the new strategy.
8. After the implementation of the strategy they have received the positive feedback from the customers because of the speed and quality working of the organization. Their number of orders also increased. Their turnover and the profitability also increasing annually.
9. Still they have maintaining their market share more than 80%. Now they are in the process of recovering the capital from their profit amount.
10. However we have given some suggestions to get more value from the strategy such as use the performance evaluation techniques, more training to the employees, maintain fund to implement these kind of technologies and increase control in management hierarchy.