

# Tratos Group

## *Should Brexit Change the Sustainability Agenda of the Firm?*

Strategy

November 2019



## Abstract

Tratos Group is a leading cable manufacturer, with facilities in Italy and the UK, trading in 52 countries worldwide as of late 2019. As part of an appraisal conducted in preparation for Brexit, BCG was called in to review the firm's business strategy. Unexpectedly, the review included a proposal to downsize sustainability initiatives in order to cut costs. As firm believers in the value of sustainability to the organisation, the idea of reducing investments in this area was something the Board had not previously countenanced. The threat of financial instability as of a consequence of Brexit, however, meant cost-cutting had to be considered. Would the Board embrace the recommendations made by BCG?

**This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatized or modified for instructional purposes and may not accurately reflect actual events.**

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<p><b>Setareh (Tara) Gerashi</b> E: sgerashi@gmail.com</p>	<p>Tara completed her Masters in Management at Imperial College Business School in 2018. She has a particular passion for combining education, business, and the power of the internet (and technology), in order to access larger markets, scale, and be sustainable. She has marketing experience in UK higher education, and more recently leads digital marketing strategy at a US-based EdTech social enterprise.</p>

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