**Constraints and Solutions in Business**

**Paragraph 1:**

1. In the production industry, lack of adequate capital would be a constraint that most industries would be struggling to overcome (Goldratt& Cox, 2016). An industry has employees who must be paid from the profits made from sells of products.
2. Raw materials are very necessary since they are the ones processed to finished goods, ready for consumption.The new technology needs to be embraced and purchasing some software would bring more benefits to the company

**Paragraph 2:**

1. Inadequate finances would hinder the progress of the company because raw materials cannot be purchased and there will be no production process, employees will not be paid, or if paid they will earn a low salary that may make them quit the job.
2. Lack of adequate capital will hinder the industry from embracing new technology that is very necessary for an industry to increase its market share and earn more profits (Goldratt & Cox, 2016).

**Paragraph 3:**

1. With inadequate finances, the firm may be unable to pay taxes, which is a legal obligation of any industry. This means its closure by the government.
2. Transportation of products to various places for sale also requires money, and the organization may not even cater for transportation with inadequate money.

**Paragraph 4:**

1. To overcome the financial crisis, I would merge the company with another popular company with a good reputation. Working together would bring more profits, and sustain the company shares.

B.I would also invite more stakeholders who are able to fund the firm and gain profits. I know that most companies have funders or sponsors who invest in the company and get benefits.

**Conclusion**

The improved process after solving the financial crisis would timely purchase of raw materials, to ensure processing is continuous, and products are high quality and readily available for consumers. Packaging would be done depending on customer preferences and ability to afford products, the branding and size of products will change to be appealing. Advertisement will be run in popular Television stations, radios, and magazines, to reach out to more customers and capture a large market share. Employees will be motivated through financial and non-financial incentives to improve their performance. Finally, teamwork will be encouraged. All these steps will lead to customer satisfaction and getting a large market. The improved process aims at making more customers, money, and developments.