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firm friendly cards inc went public through a stock offering at 3 per share in the years that followed friendly expanded rapidly through internal growth and acquisitions friendly cards inc en 1978 wendy beaumont fundó beaumont greeting card co en la ciudad de nueva york con 15 000 dólares poco después adquirió lithograph

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friendly cards inc should invest in its stars and cash cows while getting rid of the dogs identified from the bcg matrix analysis to achieve its overall corporate and business level objectives it should make use of the marketing mix tools to obtain desired results from its target market

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friendly cards should take advantage from the west coast investors if they need the capital to finance growth or if they are over leveraged the sustainable growth rate for friendly cards is 27 which means they will be able to finance their growth of 20 in sales without needing equity financing

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