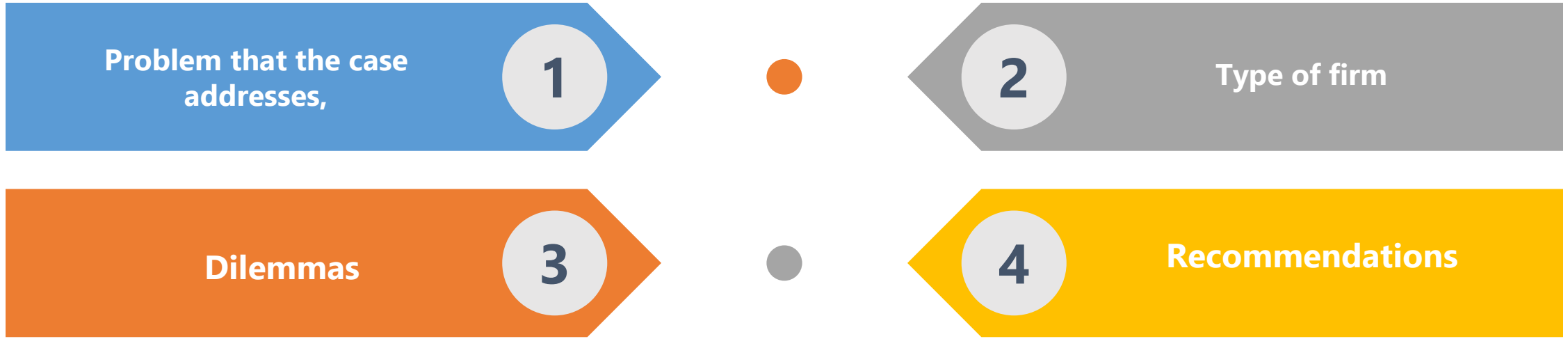


# Egyptian Tires and Batteries Importers: Dilemma of Sustaining Family Unity

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# AGENDA



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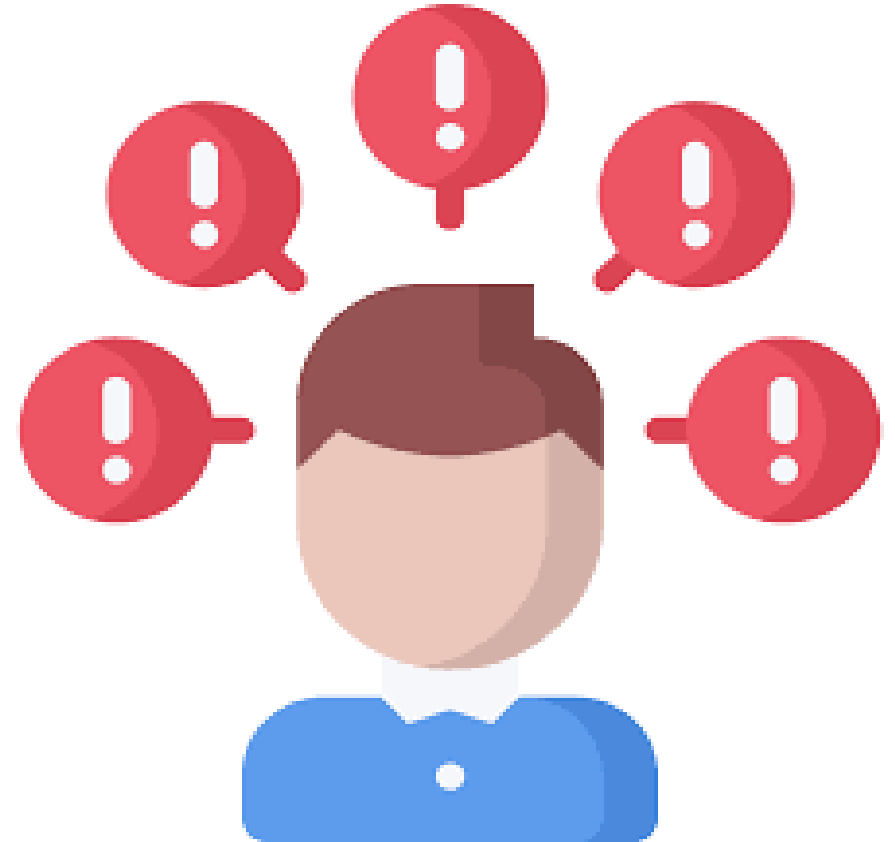


# Problem that the case addresses

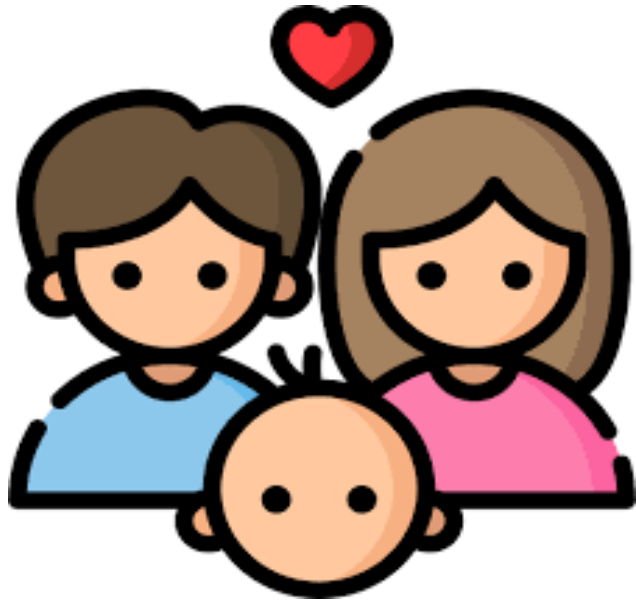
This case is addressing the story of a very successful family business, Egyptian Tires and Batteries Importers. The business was established in the 1950s by a greatly hard-working entrepreneur.

However, during the evolution journey, the business structure and ownership statuses changed due to many conflicts and issues.

The case discusses the challenges faced throughout the generations and what future challenges they might face. The current CEO of the business has been facing a couple of tough decisions that he should make regarding the business ownership structure, succession plan, governance, and a potential merger with his uncle.



# Type of firm



# Dilemmas



- 1- Should he unify all the stores together
- 2- How will he be able to draw a differentiate between family, and business relations
- 3- Should he cooperate with his uncle and join forces?
- 4- How will his son proceed concerning working in the family business as an owner in a top position, while gaining respect from the employees?
- 5- Should he try to convince His daughter Helen to join the family business or let her pursue her dream?

# Recommendations





**THE END**





THANK  
YOU

