

Brus Chambers turns to aggressiveness business strategy for the year 2014



Brus Chambers have plans to adopt aggressiveness business strategies for the year 2014, have categorised their plans into four categories: prospector, defender, analyzer, and reactor.

The firm proposes to use the prospector strategy through out the year 2014 in a constant manner while toggling between defender, analyzer and reactor mode, with plans to expand into new legal markets within its specialised practice and stimulate new opportunities to penetrate the market further to obtain additional and new market share for shipping, projects, international arbitration and commercial litigation work.