SWOT analysis

Ernad Civic

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1. **SWOT Analysis**
	1. *External Analysis*
		1. Porter’s Five Forces:
			1. Current Rivalry
				1. Opportunities

 Expansion to other cities

 Providing customers with a variety of products and services

* + - * 1. Threats

High competition from the rivals

 Inadequate finances for successful expansion activities

* + - 1. Potential Entrants
				1. Opportunities

 Maintain and adding value to the brand image

 Doing different from the new companies thus acquiring a large market share (Bohlander & Snell, 2010)

* + - * 1. Threats

 New products by the new companies

Low prices that will attract customers for various services

* + - 1. Buyer Power
				1. Opportunities

 Quality products and services that attract high prices

 A broad customer base and loyal customers

* + - * 1. Threats

 Availability of substitutes from other companies

 Reduced quantities that do not meet the market demand (Bohlander & Snell, 2010).

* + - 1. Supplier Power
				1. Opportunities

 Paying for deliveries on time

 Having a variety of suppliers for the different products and services

* + - * 1. Threats

 Having the same suppliers from the other competitors

 Better prices by the rival companies for delivered items

* + - 1. Substitute Products
				1. Opportunities

 Brand image has continued attracting customers

 Most of the customers are loyal to the products and services delivered by the company (Bohlander & Snell, 2010).

* + - * 1. Threats

 Availability of cheap and alternative products from the competitors

 Higher quality brands by the rivals

* + 1. General External Environment:
			1. Economic
				1. Opportunities

 Economic stability in the region of operation

 Advanced technology for marketing activities

* + - * 1. Threats

 Competition by other companies in the industry

 Inadequate finances for expansion activities

* + - 1. Demographic
				1. Opportunities

 Acceptability by the customers in the region of operation (Godfrey & Grasso, 2009).

 Established within the cultural beliefs of the society

* + - * 1. Threats

 Changing tastes and preferences by the customers

 A wide variety of products and services demands from the customers

* + - 1. Socio-Cultural
				1. Opportunities

 Working under the cultural requirements of various communities

 Employing a diverse workforce to meet the cultural demands (Bohlander & Snell, 2010).

* + - * 1. Threats

 Poor relations with customers in some parts where the company operates

 Lack of understanding the requirements of the various cultural needs

* + - 1. Political-Legal
				1. Opportunities

 Adherence to the legal requirements of the region of operation

 Political stability in the places where the company operates

* + - * 1. Threats

 New legal requirements by the government

 High costs of attaining legal requirements in the different regions (Godfrey & Grasso, 2009).

* + - 1. Technological
				1. Opportunities

 The use of advanced technology by the company for various operations

 Hiring IT professionals to manage and control business operations

* + - * 1. Threats

 Technology changes every day thus the need to keep updating

High costs of acquiring the advanced technology

* 1. *Internal Analysis*: (use ‘insider’ contacts to support here)
		1. Strategic Managers
			1. Strengths
				1. Apply the inclusive leadership method to meet the demands of the customers
				2. Allow the incorporation of the employees in the decision making process for the organization (Bohlander & Snell, 2010).
			2. Weaknesses
				1. Inability to communicate effectively with the staff
				2. Not easily approachable by the workers
		2. Corporate Structure
			1. Strengths
				1. Incorporates all stakeholders in making some vital decisions in the company (Godfrey & Grasso, 2009).
				2. Embraces CSR activities for success in the regions of operation
			2. Weaknesses
				1. Weak regarding the heads of the organization
				2. Does not define the working terms for the employees
		3. Corporate Culture
			1. Strengths
				1. Embraces diversity from the stakeholders
				2. Supports teamwork by the employees
			2. Weaknesses
				1. The emerging trends in the market related to business operations (Godfrey & Grasso, 2009).
				2. Resistance to change by some employees who hold tightly to their cultural beliefs
		4. Production-Operations
			1. Strengths
				1. Maximum utilization of the available resources
				2. Proper management by the operations manager and dedicated employees
			2. Weaknesses
				1. Inadequate raw materials for the production process
				2. High turnover rate
		5. Marketing
			1. Strengths
				1. Use of online platforms for marketing the company’s products
				2. A well trained marketing workforce that supports the activity (Godfrey & Grasso, 2009).
			2. Weaknesses
				1. Changes in the tastes and preferences by customers
				2. Flooded market with similar products and services
		6. R&D
			1. Strengths
				1. The R&D department performs detailed research about the products and the market
				2. Support by the top management makes the activity successful
			2. Weaknesses
				1. Delayed research activities may not yield success to the corporation
				2. Outdated information may be acquired and will not have a positive impact t6o the organization’s operations
		7. HR Management
			1. Strengths
				1. All employees undergo training which equips them with the right skills to handle operations in the organization.
				2. The HR department provides the employees with a healthy working environment promoting their utilization of skills and abilities (Godfrey & Grasso, 2009).
			2. Weaknesses
				1. High turnover rates requiring more hiring expenses to the organization
				2. Inability to handle diversity in the organization thus affecting some employees
		8. Info Systems
			1. Strengths
				1. The firm has updated information systems handling all business operations (Godfrey & Grasso, 2009).
				2. Storage of all company’s information takes place through the systems
			2. Weaknesses
				1. Highly dynamic technology that requires regular updating
				2. Unauthorized access to hackers and privacy issues

Civic's Pool Service Company operates in a highly competitive environment and this requires its utilization of available resources to rise above the rivals. The organization has its strengths and weaknesses as well as opportunities and threats in all circumstances. For instance, using Porter's five forces model, the organization has identified its opportunities which it can utilize to meet the demands of the customers in the market (Godfrey & Grasso, 2009). On the other hand, the threats that face the corporation should assist its management to design the right strategies which will make it easy to achieve its goals and objectives. The threat of the new entrants, for example, has both advantages and drawbacks. In this case, it will provide the company with an opportunity to utilize its resources to provide high-quality products which will maintain its customer base. Also, this will make it easy to implement strategies that will handle the new entrants and still make the corporation successful.

On the other hand, the external environment within which the company operates may also contribute to the challenges faced. The political and economic environment poses threats to the firm but also provide opportunities that would lead to organizational success in the long term. The management of the corporation has to identify the right measures which it should apply to handle the threats by remaining successful in the dynamic business environment (DuBrin, 2009). Through proper utilization of the opportunities, it will become easy to overcome the threats. The management of the corporation should also aim at empowering the employees so that they can as well participate in making organizational decisions that will see its success in the future. Therefore, the SWOT analysis should act as a guideline on how the business should operate and ways through which it will achieve success. On the other hand, the firm should maximize the information acquired to make the right strategies that will move its operations towards a successful end.

References

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