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# Individual Company Analysis

**Swot analysis**

Strengths:

According to the 16 personalities test recommended by our guest speaker. I am an ESTJ otherwise known as the Executive. My strengths are Dedication. I will typically not give up on a task even if it is hard and continue to work at it even if I continually fail. Strong-willed I will hold my beliefs and ideals unless proven undoubtedly otherwise. Direct and honest, I trust facts more than abstract ideas or opinions. And will return honestly whether it is wanted or not. And other strength is that I like Creating order. I strive to create order and security in my environments by having clear roles and rules.

Weaknesses:

My weaknesses are that I can be inflexible and stubborn. I often dismiss what might work better. Everything is an opinion until proven. Another weakness is that I can be judgemental. I have strong convictions about what is right, wrong and socially acceptable. I can also be too focused on social status. I take pride in the respect of friends, colleagues and community. I can be concerned with public opinion. My greatest weakness is that I have is that I can have difficulty expressing emotion. I can be too caught up in the facts that I can come off as insensitive and forget to think of what makes others happy.

Opportunities:

Based on my affinity for organizational, structure, and follow-through and loyalty will most likely result in working for established institutions. I have a knack for clearly expressing my principles, values and expectations making me ideal and effective managers. Roles based on my personalities would be perfect for financial officers and business administrators or similar roles.

Threats:

Threats I would face would be situations where I would be in positions where i would uncomfortable with unconventional situations. Taking all my weaknesses and collaborated in one and taking my strengths and using them against me,

Conclusion:

I am strong willed practical and known for my reliability and administrative skills. I will be good at creating and maintaining a secure and stable environment. Yet I can be tripped up in areas where my rational and practical approach is a liability than an asset. I need to develop my weak traits and additional skills.

**Porter Five Forces Analysis**

Bargaining power of Suppliers:

As a college junior with no track record and not having a job the bargaining power of suppliers that being employers is very high. With the surplus of college students in my field and the non technical or specific degree of Technology Information Management in addition to the low ranking of the university that I am intending to graduate from. The bargaining power of employers is high in the sense that they have plenty other people to choose. Making bargaining power in their favor.

Bargaining power of Buyers:

As I have obtain a degree in Technology Information Management my market value as a college graduate gives me a better chance to obtain a job that shows preference to a college degree, But since I have little to no job experience the necessity for a job will make negotiations for a job rather difficult in that I can not demand anything. With non technical degree and the large surplus of college graduates the bargaining power of Buyers is low.’

Threat of Substitutes:

Viewing that the skills that I have are low since I don't have any job skills the switching cost for employers are low given my jobless resume. But once I do obtain a position the threat of replacement still lingers and I will have to learn more skills in order to become an asset to my employer. Viewing that I have no background and skills that are based on learning through college the threats of Substitutes is high.

Threats of New Entrants:

Having a degree in Technology Information Management and it not being as Technical the threat of new college graduates or interns is high, But depending on my position i must become an indispensable asset so that I won't be replaced by an new entrant. Seeing that I do not have a degree yet and can provide not many technical skills the threat of new entrants is high.

Industry Rivals: Given the field that I am trying to pursue such as anything that can lead to a managerial role or business analyst and how many college students are attempting to achieve the same objective, In addition to being in a global economy Industry rivalry is extremely high and very competitive,

Conclusion:

Viewing how strong bargaining power of suppliers is being that I don’t have much experience and that i am in not in the position to negotiate anything regarding a career path bargaining power of suppliers is very strong and barging power of buyers is also high. Since I only have my degree and skills learned in college the threats of substitutes being other people is high which leads to Industry rivals or colleges competing with me being high.

Weighted decision matrix

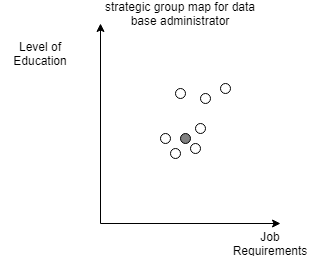
Enter workforce graduate school join military

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Competitive Strength Measures** | **Importance weight** | **Rating** | **Score** | **Rating** | **Score** | **Rating** | **Score** |
| Opportunitie-s for growth | .20 | 10 | 2.00 | 9 | 1.80 | 3 | .60 |
| Ease and convenience | .10 | 10 | 1.00 | 7 | .70 | 9 | .90 |
| Sustainable | .10 | 10 | 1.00 | 7 | .70 | 9 | .90 |
| Salary | .20 | 10 | 2.00 | 7 | 1.40 | 10 | 2.00 |
| flexibility | .10 | 10 | 1.00 | 8 | .45 | 7 | .70 |
| Workload | .10 | 10 | 1.00 | 9 | .90 | 5 | .50 |
| Quality of coworkers | .10 | 9 | .90 | 10 | 7 | .70 | 1.00 |
| commute | .10 | 5 | .50 | 2 | .20 | 5 | .50 |
| **Sum of weights** | **1.00** |  |  |  |  |  |  |
| **Total Rating/ Score** |  | **73** | **9.30** | **59** | **7.15** | **54** | **6.9** |

Conclusion:

The competitive strengths table shown above shows that entering the workforce will be the best idea given the Total rating in comparison to going to the military and attending graduate school.

**Strategic group map**

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Conclusion:

Considering my level of education compared with the job requirements for database administrators it would seem that I am in the best cost provider where I am pitted against everyone making it rather difficult so the best strategy would be to increase my education to match the job requirements,

**Presetle analysis**

Political:

The political environment revolving the field I would like to enter that or a project management or a sort of analysis position is relatively stable without so many governmental policies expect the influx of HB1 visas which comes up every political election. Other than that the firms in which I will be attempting to enter many of them within silicon valley bureaucracy is high but internal political issues wouldn't be so much of an issue. Overall the political factors that are likely to affect business wouldn't have much of an external influence.

Economic:

The economic factors such as the election of Donald Trump and the assurance that he is good for the economy has lead to growth and a feeling of security amongst businesses and within the industry that being silicon valley and project management/ analyst roles. Although interest rates are increasing therefore increasing the price of goods the overall Economic trends are increasing making silicon valley appealing to me and other college graduates.

Social Factors:

The social Factors revolving people my age group are that millennials are lazy and privileged so the marketability of myself amongst hiring managers is relatively low given the first impression, Other than that the demographics of those in tech are mostly white and asian with very little minority representation. While this isn't a personal issue with myself being hispanic this could lead to a opportunity for myself in the industry,

Technological factors:

Some Technological changes that could affect business are mostly that of hardware and processing. Following Moore's law which refers to the number of transistors in a dense circuit doubles every two years leads to the processing power nearly doubling every two years the most direct effect technological that will affect the business will be Emerging technologies and the ending of net neutrality,

Legal Factors:

Legal factors such as regulation and legislation that will affect the way the business operators will be revolving around net neutrality and the effects that it will have on the current industry.

Environmental Factors:

Environmental factors relates to the environmental aspects that will affect demand for a company's products and how the business operates will more than likely be environmental regulation that will increase the price of a company's goods.

Conclusion:

Given the current political environment revolving silicon valley which isn't that bad and economic situation which shows promise which is intertwined with legal social and environmental and technological factors shows promise within silicon valley thus it will be wise to enter the market.

**Personal Value Chain**

My personal value chain revolves around learning Input and gaining skills while earning a degree that I will hopefully use. I am learning about Technology.Information,Management which revolves around the business application of technology. While I have a very small personal network I have the reputation of being a hardworking and trustworthy. I will need to expand my social network. This will market myself to others and other organizations and never burn bridges, The one thing that will be improved is Trend setting. I will need to keep myself updated with what is happening within my industry and others including reading and understanding material that is a few levels above myself to stand out from my competitors.

Conclusion

From doing a personal assessment such as a swot analysis I have realized that my emotional interest and strengths rely on a type of management job and weaknesses that hinge on not showing emotion and being judgemental which can affect my colleges view of me, In addition to understanding where my strengths and weaknesses lie taking a looking at my competitiveness in the marketplace I am at a large disadvantage I have no experience and going head on against many others meaning rivalry is very high and I have no leverage that I can exploit.Thus to obtain where I believe I will thrive I must start at an entry level job within silicon valley since my degree/skill set is split amongst computer science and business/econ and then have to come and hour before and leave a hour late and attend company socials to hopefully network and reach upper management and climb the ranks. Viewing how the current market is trending upwards and the trend is to change jobs and not stay in a single job i will more than lieky have to diagonally change jobs to reach my goal of some management role within silicon valley.

**Citations**

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