

Business Analysis

3rd Assignment

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SWOT analysis for the startup - Guaita

Guatemala's coffee beans with the joy of drinking coffee like italian culture

County

Latin America

Product

Coffee

Kind of company

Start-up



SWOT analysis

	HELPFUL	HARMFUL
INTERNAL	<p>Strengths</p> <ul style="list-style-type: none">- Product commercialized around the world.- Coffee values +25%- Latin America as major producer coffee.- Export to other companies.	<p>Weaknesses</p> <ul style="list-style-type: none">- Limited access to marketplace data and limited market share- Strong existing competitors- Production Cost.
EXTERNAL	<p>Opportunities</p> <ul style="list-style-type: none">- Develop of a customer relationship and innovation culture.- Build our brand awareness	<p>Threats</p> <ul style="list-style-type: none">- External Factors: Climate Change, Political crisis,- More aggressive competitor behavior

TOWS MATRIX

	WEAKNESSES	STRENGTHS
THREATS	<p>MINI-MINI STRATEGIES</p> <ul style="list-style-type: none"> - Releasing new price for attracting middle-class - Sustainable production 	<p>MAXI-MINI STRATEGIES</p> <ul style="list-style-type: none"> - Quality of the product - Manufacturing techniques - Customer Service - Presence in two regions
OPPORTUNITIES	<p>MINI-MAXI STRATEGIES</p> <ul style="list-style-type: none"> - Strong competitors: creating a network - Highlight the innovation of our product 	<p>MAXI-MAXI STRATEGIES</p> <ul style="list-style-type: none"> - New line of product: Guatemala coffee beans mixed to italian culture

Porter's Value chain of Toys "R" us



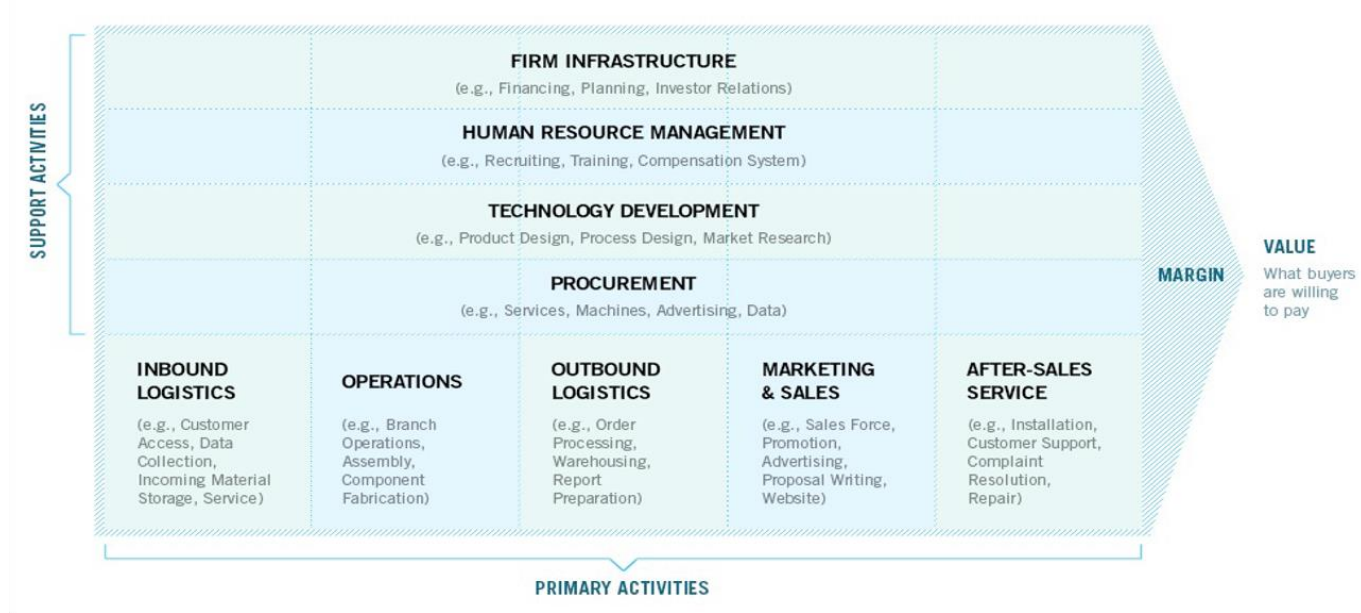


Toys "R" Us is an American toy, clothing, and baby product retailer owned by Tru Kids, Inc. and various others.

As a group we decided to analyse this company using the Porter's value chain to identify the competitive advantage strategy.

According to Michael Porter – “If a strategy is to have real meaning then it should reflect directly into a company's financial performance”. If Toys Supplements have a real competitive advantage, it means that compared to its rivals Toys Supplements is - operating at lower costs, commanding a premium price, or doing both. Competitive advantage is about superior performance and it is a relative term. When all rivals in the Toys Supplements' industry try to compete on the same dimension, no one firm gains a competitive advantage.

PORTER'S VALUE CHAIN



Primary Activities:

Inbound Logistics:

Toys R Us can face various challenges in product development phases. Analysis of in-bound logistics requires a company to focus on every aspect of transformation from raw material to finished product. Examples of inbound logistics are retrieving raw material, storing the inputs and internally distributing the raw material and components to start production.

Operations:

This includes both- manufacturing and service operations. Analysis of operational activities is important for improving productivity and maximising the efficiency and ensuring the competitive success of Toys R Us.

This can help Toys R Us to set a powerful basis for competitive advantage.

An example of operational activities is equipment repair and maintenance.

Outbound Logistics:

It's the activities that deliver the product to the customer by passing through different intermediaries.

Toys R Us can analyse and optimise the outbound logistics to explore competitive advantage sources and achieve its business growth objectives. Because, when outbound activities are timely managed with optimal costs and product delivery processes put a minimum negative effect on the quality, it maximises the customer satisfaction and increases growth opportunities for the firm.

Toys R Us should pay specific importance to its outbound value chain activities when its offered products require quick delivery to the end customer.

Examples of outbound logistics activities are warehousing, scheduling, order processing, transporting and delivering to the destination.

Marketing and Sales:

The sales agents and marketers play an important role here. Toys R Us will highlight the benefits and differentiation points of offered products to persuade the customers that its offering is better than competitors. Only producing a high quality product at affordable costs. Some examples of marketing and sales activities are sales force, advertising, promotional activities, pricing and channel selection.

Services:

The pre-sale and post-sale services offered by the Toys R Us will play an important role in developing customer loyalty. The modern customers consider post-sale services as important as marketing and promotional activities.

The company must analyse its support activities to avoid damaging brand reputation, and instead use it as a tool to spread positive word of mouth due to quick, timely and efficient support services.

Supporting Activities:

Firm infrastructure:

Toys R Us can control the infrastructure activities to strengthen the competitive positioning in the market.

The firm infrastructure denotes a range of activities, such as quality management, legal matters handling, accounting, financing, planning and strategic management. Effective infrastructure management can allow Toys R Us to optimise the value of the whole value chain.

Human resource management:

Toys R Us can analyse human resource management by evaluating different HR aspects, like recruiting, selecting, training and other personnel management activities.

The effective HR management can allow Toys R Us to reduce competitive pressure based on motivation, commitment and skills of its workforce.

Technology development:

It can be divided into product and process technological development activities. Some examples are automation software, technology-supported customer service, product design research and data analytics.

The technological integration in production, distribution, marketing and human resource activities requires Toys R Us to realise the importance of technology development.

Procurement:

It's the processes involved in purchasing the inputs that may range from equipment, machinery, raw material, supplies and other items necessary for producing the finished product.

Toys R Us should carefully consider its procurement activities to optimise the inbound, operational and outbound value chain.

Toys R Us should highlight areas where value can be added, cost efficiency can be achieved, differentiation basis can be set, or processes can be optimised.



BCG matrix for the portfolio of the company
that is a leader in county of one of the
teammates



MIGROS

No. 1 retailer in Switzerland (23.3% of market share in retail sales)

The company possesses a large and diverse portfolio of brands from industrial companies to luxury and premium retailing enterprises.

Migros Case – BCG matrix

