

Topic 2: Business environment

Activity 1 st

Analiza si el entorno de una empresa de telefonía móvil es más sencillo o cambiante. Para ello fijate en las características de estabilidad, complejidad, integración y hostilidad. A continuación, realiza el mismo tipo de análisis para un negocio de ferretería.

Question 1.- ¿Do you think the environment of a hardware store is simple or there is characteristic that it also makes dynamic?

In my opinion it is changing, every day they invent and create new parts and new operating systems of the Hardware, you must always be alert to see what changes or what new material has come out to go over the company.

Question 2.-Analyze the characteristics that describe the mobile phone environment.Explain your answer.

As I explained in the previous question the environment of a company in the phone sector is changing, due to the numerous brands that every day take to the market new mobiles, you always have to be attentive to the market to see what's new.

Activity 2 nd

Victoria want to open a hair and beauty center so she wants to analyze the degree of competition between current companies in your town.She knows that:

- a) There are some centers like her in the town. However there are few where she wants to open it.
- b) It is a sector which is growing because people care more and more about their personal image.
- c)Your product would not be very different from the competition.
- d)There are many hairdressers that could serve more customers than they have got now.
- e) If she opens the hair and beauty center and it is wrong.Perhaps, she would have to close because it would be a cost since it requires a high investment because she does not have an adapted establishment and she needs to make alterations.

Clasifica esta información en los factores que inciden en que exista mayor o menos rivalidad entre los competidores actuales. ¿Cómo clasificarías el grado de competencia que existe (alto-medio-bajo)?

The level of competition is very high as you want to set up the beauty center near others and in addition the services are the same as others, has many cons to set up this company, if you do badly you would not have money to continue ... The only good part of setting up a company of this type is that there are more and more customers because people want to have a good image.

Activity 3rd

Look for two examples of substitute products related to your professional training.Explain your answer.

A product that can replace a computer is a Tablet, it does not work just like a computer, but if it could be a good substitute.

To take the information back and forth and the USB is of no use, there is the cloud that is a substitute for them.

Activity 4 th

Eliseo tiene un pequeño centro de fisioterapia desde hace 3 años en un barrio residencial de nueva creación. Necesita ayuda para pensar en una estrategia de empresa pues quiere afianzar la compañía y consolidarla. Para ello le comunica la siguiente información:

a) Ha conseguido clientela fija, ya que ofrece una atención personalizada muy valorada por los clientes.

b) En el centro trabajan él y otra fisio, ambos con titulación, muy formados y muy profesionales. Eliseo ha realizado además varios cursos de gestión empresarial para pymes. Sin embargo, a veces no dan abasto con la cantidad de clientela que tienen.

c) Su manera de financiarse es con pequeños créditos al banco y con las ganancias que va obteniendo, con lo que no tiene problemas en ese aspecto.

d) Debido a la innovación constante, necesita incorporar nueva maquinaria en las consultas.

e) Se rumorea que se va a implantar un gran centro médico de una marca conocida en el barrio, el cual también va a ofrecer servicios de fisioterapia a precios muy asequibles.

f) La población del barrio residencial no para de crecer en las nuevas viviendas, sobre todo la población con rentas más altas.

Put in order these factors in the D.A.F.O.environment and indicate some strategies that you believe Eliseo could take when performing this analysis.

Strengths Titulación Sustento económico	Weaknesses No dan abasto muchas veces
Opportunities Clientela fija Población en aumento es esa zona	Threats Otro centro con los mismos servicios

A recommendation I would give Elisao after performing the SWOT analysis would be that they hire more staff so that there are no clients on hold and dissatisfied. And against the threat of the other center would try to offer better services compared to the other center like this, maintain the clientele and attract more.

Activity 5 th

Ismael opened an appliance repair company five years ago. He wants to know what its strong and weaknesses points, as well as the opportunities and threats of the environment. Make a matrix D.A.F.O. ¿Which do you think the most appropriate strategy to get competitive advantage?

Strengths	Weaknesses
Siempre hará aparatos rotos Después de 5 años, tiene que tener clientela fija Casi todo se está convirtiendo en electrónico y necesita ser reparado	La tecnología avanza muy rápido, necesita estar siempre aprendiendo
Opportunities	Threats
Si va estudiando los nuevos aparatos, podrá repararlo todo y tendrá más clientes	

Activity 6 th

Look for a real company related to your professional training. Explain your mission, vision and values. ¿Do you identify with your company philosophy?

A company can be GFI, where I was last year of internships, this company is dedicated to the development of web applications, for example, last year I was put in a project of the development of the pilot licensing website of Spain. This company has implemented the SCRUM as an agile methodology, I feel identified with this company because they do what I like and within it there is very good roll among colleagues.

Activity 7 th

Carlos y Ana han abierto una pequeña tienda de moda en una calle comercial de la localidad donde viven. Están preocupados por la imagen que puedan dar a los clientes así que empiezan a trabajar en todo lo que pueda ser imagen corporativa de la empresa.

- a) ¿Qué actividades podrán realizar para promover esta imagen corporativa?

Being a fashion store, to promote the company can organize model passes in the town square, for example, to take out their new models.

- b) ¿Qué podrían hacer además para cuidar la imagen en el día a día?

To take care of the image of the company, they must meet the expectations of the people and when they will buy surprise more and more with each dress they sell.

Activity 8 th

Indicate for the following companies in which field of corporate social responsibility they are acting:

- a) Zapatillas baratas, S.A. Tiene varias fábricas en Tailandia, por lo que una de sus preocupaciones es no contratar a ningún menor de 16 años bajo ningún concepto, de manera que ha creado la figura del supervisor de contratación.
- b) Producimos electricidad, S.A. se ha instalado en una comunidad paraguaya aprovechando los saltos de agua de sus ríos. Reinvierte parte de sus ingresos en un proyecto de ayuda a las mujeres de la comunidad en el fomento de creación de empresas de costura y reales.
- c) Química española, S.A. Tiene una política de horario flexible para que los trabajadores que tengan hijos a su cuidado puedan entrar más tarde y luego completar las horas en otro momento de la semana.
- d) Diamantes perfectos, S.A. Tiene su principal fábrica en un país de África Central. Allí los altos cargos del gobierno le exigen para continuar instalándose que facilite el tráfico de armas para la situación de preguerra civil en que se encuentra el país. La empresa se niega a ello. El país decide darle la concesión a otra empresa, Diamantes parecidos, S.A. Que reúne los requisitos.

Activity 9 th

Lorena is thinking of acquiring cottage to start up her Tourism business in the mountains of the Maestrazgo, in Teruel. It performs an analysis of the specific environment through Porter Model with five competitive forces and indicates the consequences it would have for the company.

Activity 10 th

Translate the following words and write your definition in English

Business, A business is a method of forming or earning money in exchange for products, services, or any activity you want to develop.

Company, A company is an organization of people who share goals in order to make a profit.

Customer, A person who uses the services of a professional or a company, especially the person who does so regularly.

Environment, Set of circumstances or social, cultural, moral, economic, professional, etc., that surround a thing or a person, collectivity and influence its development or state.

Competition, Dispute between people, animals or things that aspire to the same goal or superiority in something.

Employee, A person who works for another or for an institution in exchange for a salary.

Entrepreneur, That he has the decision and initiative to take actions that are difficult or risky.

Supplier, That provides or supplies another person with what is necessary or convenient for a particular purpose.

Corporate Social Responsibility, is defined as the active and voluntary contribution to social, economic and environmental improvement by companies, generally with the aim of improving their competitive, valuation and added value.

Corporate Image, refers to how a company is perceived.