# Everlast Agro B.V. business analysis

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Everlast Agro B.V. stands at a crossroads where strategic improvements in technology, operational management, and sustainability practices could significantly enhance its competitive position in the horticultural market. By addressing their challenges and implementing new solutions, the company can improve its operational efficiency, reduce costs, and meet the growing demand for sustainable practices in agriculture. Continuous engagement with stakeholders will be crucial in prioritising initiatives and ensuring long-term profitability and success.

One of Everlast Agro B.V.'s biggest problems is the change of business plans, for years they’ve prioritised the expansion of their wealth by expanding their growth capacities and distribution. Now, because of the Covid pandemic, they are hit with the harsh realisation that they’ve been postponing and neglecting severe problems for years.

The work force in the company is mainly middle-aged and for many the sudden digitalisation is a huge challenge. It begins with the fact that the previous company responsible for the building of greenhouses has been closed and the job done by them has been documented poorly. These things affect the efficiency of the research teams since they have no previous data to work with. Since they can’t tell what needs to be improved, crop growth won’t go up. That will eventually affect the sales and at least the company will crumble.

The company faces many other issues which aren’t much more charming than the previously mentioned ones - bad marketing in neighbouring countries, bad awareness of the company and a severe state of closed-mindedness. Luckily, many of these can be fixed by implementing several some-simple steps which eventually will trigger a chain reaction which is going not only to ensure the good being of the company, but even expand its market and sales.

Firstly, there is going to be an immediate change of the greenhouse to the most affordable. This way, more data could be gathered which triggers better growth and becomes a better stock to sell. With better crops ready to be sold, the marketing team needs to make people trust the taste of greenhouse vegetables and ensure their quality.

In order for the company to survive in itself, it needs to implement mandatory courses for awareness about each segment of the company and how it works, because with this general knowledge about the functionality of the company, the data shared between different parts of the company will be as efficient as possible. The last mandatory course needed to be implemented is the basic computer knowledge and why is it so important - with awareness and understanding, people become active and results can happen.