Module2: Appliance warehouse case

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**Organization Chart:**

A diagram of a company

Description automatically generated with medium confidence

**Swot analysis :**

Strength

By offering 360-level solutions for appliance sales, replacement parts, and service areas, will improve its brand value and image. This can have a positive effect on Adam. As it works offer services for the customers, a company will draw a lot of customers as it is free of its use of a third party for setup and maintenance

Weakness

There may be a slight decline in a UPH (Units Per Hour), which will require them to add more assembly lines and ultimately increase investments. The services department has grown, and Adam needs more space and ability for it for it to function.

Opportunities

Sales made online in the structure of things may be used more. Due of the automation of goods, he can no longer rely on a third party for maintenance or repairs. It might be easier to give input and make changes in the product to come due to recent changes in the company's service option.

Threats

Strategy theft is always a major risk to any company. Here may be cheaper alternatives available from other businesses. Having engineers and technicians will boost labor costs. The organization is also at risk due to repeated bad press. It affects the economic growth of the business.

**Mission Statement**

Customers can purchase high-quality products from The Appliance Warehouse for affordable pricing. The customer's happiness is given first attention. The Appliance Warehouse offers customers high-caliber products at affordable costs. The customer's happiness is given first attention. Replacement, sales, and services are consistently rendered effectively.

**Problem Opportunity Statement**

To avoid negative customer experiences and improve brand recognition, businesses should prioritize quality. Customer surveys must be conducted, and all customer issues must be resolved. It's important to remember the initial phase's goal-focused emphasis.

**REFERENCES:**

López, C., & Rodríguez, L. (2021). **"Operational efficiency and its impact on brand value in the appliance industry."** *Journal of Business and Industrial Marketing*, 36(3), 457-469. https://doi.org/10.1108/JBIM-05-2020-0285