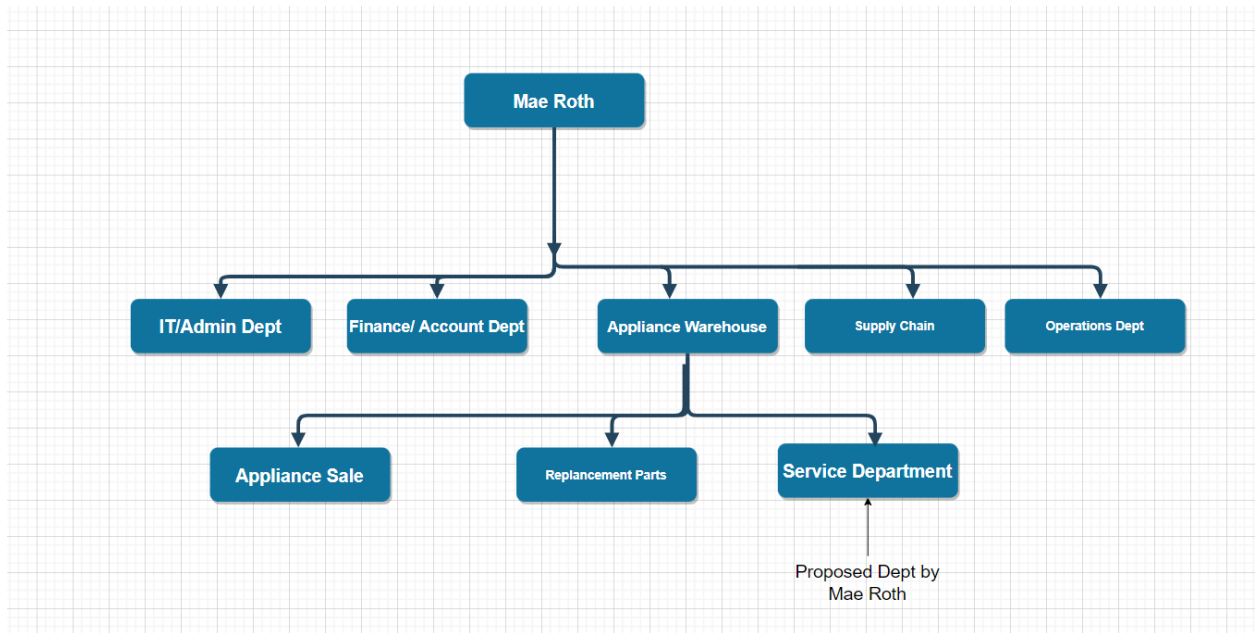


Case Study: Chapter: II

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1. Organizational Chart



2. SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a tool that can help you to analyze what your company does best now, and to devise a successful strategy for the future.

Looking at the Warehouse case, Strengths and Weaknesses are mostly internal like faulty system error, or a malfunction or inventory fault. And we can also change our team/staff with properties. When it comes to Opportunities or Threats it is the opposite, they are quite external. Examples include, competitors, price of products(raw), and rate of customers shopping trends

By analyzing the Warehouse Website.

S: Branded site, 5 -star service, faster delivery speeds, low prices products.

W: Issues with the website, not strong mission statement, not enough browsing/pages to see.

O: Can generate revenue with the services with the home appliance parts, and user friendly UI to seem user friendly to customers who use the website. Creating 2 services departments as it said in the email to generate products/services.

T: There might be rival companies who may pay more, better products with reviews and all these factors to consider. Not enough salary for the workers, Hours etc.

3. Mission Statement

By looking at the website, below is the screenshot with the Mission Statement for the Appliance Warehouse.

Our Mission

We are your one stop shop for all of your home appliances and parts!

My honest opinion is it does look good in a certain way, but it does not catch the reader's attention, more like it doesn't act like a hook when reading an essay. For example Nordstorm mission statement states "To give customers the most compelling shopping experience possible", it gives out positive vibes, the fix would

be appealing to customers with warmth and in a pleasing way would do a lot of better. The previous statement says we are a stop for shop for your parts, but that's all it says.

4. Opportunity Statement

Opportunity Statement:

Current State: Mae has decided to implement two departments to generate revenue using the new departments and use the old for spare usage.

After effect: The company might lose the revenue in after sales, the 3rd party vendors often replace original with the spared parts to generate revenue. I believe that this led Mae Roth to develop the Service Appliance department.

Needed State: Mae Roth wants to provide 5 star service to all the customers who visit the AW, wants to introduce the new features that will come to AW, The new dept is set to increase customer satisfaction and customers as well as profit.