

CHAPTER FOUR

EVALUATION OF THE COMPANY

These are factors that give a concrete analysis of the company in terms of what it has presently and what it needs to grow or expand.

4.1: SWOT analysis of the company (Landmark Technologies)

This refers to the strengths, weaknesses, opportunities and strengths of the organisation. The organisational strength and weaknesses give analysis of the internal environment of the company. There are: -

Organisational strength: Landmark Technologies see to customer satisfaction because they are competent and build professionally (software). The establishment is flexible as changes in technology is concerned. They have an online platform (you can check that at mylandmarktech.com) to market their services and also reach out to interested customers.

- Discipline
- Patience
- Determination.
- Dedication.

Organisational Weakness: These are factors that stop an organisation from performing at its optimum level. They are basically the areas where the business needs to improve to remain competitive. Some include: -

- Marketing strategy: The company has mainly an online marketing which makes it difficult for some people to locate the company, since not everybody knows how to use the internet.
- Relationship between costumers and the company: the relationship is not really strong since there is little or no one- on- one discussions with the customers.

Opportunities of The Company: Opportunities refer to external factors that could give a company a competitive advantage. landmark technologies have many opportunities in that: -