Unit 2 Business Analysis Breakdown

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**Part 1 – SWOT Analysis of Holliman Veterinary Hospital**

Holliman Veterinary Hospital is a veterinary hospital that has come into contact in order to pursue development on a website, and has asked for an analysis regarding company and technical organization.

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| **Strengths**  What do you do well?  What unique resources can you draw on?  What do others see as strengths? | **Weaknesses**  What could you improve on?  Where do you have fewer resources than others?  What are others likely to see as a weakness? |
| * Advertising capability on radio and newspapers to generate consumer recognition. * HVH is located in a densely populated area with a lot of potential business. | * Current website is lackluster, and cannot be used for effective recognition. |
| **Opportunities**  What opportunities are open to you?  What trends could you take advantage of?  How can you turn your strengths into opportunities? | **Threats**  What threats could harm you?  What is your competition doing?  What threats do your weaknesses expose you to? |
| * A densely populated area and potential for tech-savvy clients may lend well to social media advertising to show off a new website. | * There are many other competing veterinarians. |

**Part 2 – Issue Highlight Diagram (Fishbone)**



**Part 3 – Value Chain Analysis Analysis**

Throughout the lifetime of a business, they must evolve. This need for evolution and innovation does not stop, and keeps the company growing. In order to develop new innovations, additional synergies must be developed. These synergies may aim to eliminate potential inefficiencies and vulnerabilities that the business is currently facing. That is where the Value Chain Analysis lends aid. This approach to business strategy analyses the ongoing processes and outputs a business works to develop, referred to as a value chain, and identifies key weaknesses to strengthen. This in turn bolsters the value a business can put out using the initial value chain as previously described. This information was gathered using Harvard’s Business School resources (Stobierski, 2020).

# **References**

Stobierski, T. (2020, December 3). *What is a Value Chain Analysis? 3 Steps*. Retrieved from Harvard Business School Online: https://online.hbs.edu/blog/post/what-is-value-chain-analysis#:~:text=What%20Is%20Value%20Chain%20Analysis,your%20final%20product%20or%20service.