

In my opinion, one of the most overlooked aspects of a firm is its culture. The management, from the head of a company down to its newest employee, dictates moral, employee commitment and work ethic. For my management class, I was tasked to look at a company's inner workings and capture a glimpse of how and why that particular business was successful. I have a family and my adoption of low cost bulk items naturally led me to chose Costco. With a background in managerial tactics, I was able to see that Costco runs on a bare-bones platform, treats its employees with respect and rewards their hard work with above average compensation that rivals all competitors. I found that revenue per employee outshined other business in the same class nearly 4:1 and that its business ethics are truly straight forward and abide by a social contract that should be mirrored by any organization in a first world capitalistic society.

I learned about the external environment of Costco and other companies and I am now able to apply this knowledge to analyze not only why a prospective company that I may want to work for is successful monetarily but whether or not I would be a good fit as an employee. I am able to project a quick analysis of strengths, weaknesses, opportunities and threats to a company to determine the backbone of how a company runs and if there needs to be changes within to stay within the curve of its market share.

Susan Arsht was a wonderful, soft spoken instructor that had extensive experience in the field and I was glad to absorb as much knowledge as I could from her. My experience in this class gave me true vision on how to look for a company that has the type of culture I would desire to work in as well as the vibrant managerial skills it takes to achieve and maintain success with proper oversight of its workforce.