Strategy Formulation

Institute Affiliations

Date

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|  | **Positive** | **Negative** |
| **Internal Factors** | **Strength**   * The new technology * Employee competence * Leadership skills | **Weakness**   * Change in geographical space of their customers * The taste of customers changing * Ever changing technology |
| **External factors** | **Opportunities**   * Brand differentiation * Customer loyalty * Trust of stakeholders * The new trends in the market * Flexibility and adoptability to the changes in modern society | **Threats**   * Changes in the socio-cultural activities * Change in the policies and government workings * Increased in tax * Change in accounting standards |

SWOT analysis has enabled the Cue Ball Group to deal with all the challenges and weaknesses that have been experienced in their internal and external (Thomason & Strickland, 2001). There are many challenges and advantages that the organization has had through the SWOT analysis. These strengths and weakness are experienced in other external and internal environments of the organization as shown in the table above. These are:

The strengths of the company have been the ability to adopt and use the new technology in their working. This organization started way before the Second World War but is still the best running because of their adoptability to the changing technology. This has enabled them to get new distribution methods and channels for better working. They have always been training their employees to acquire the current skills and knowledge and be more competent. Their leadership qualities and skills have been rated to be the best thus better working environments and better motivation of employees.

The weaknesses of this organization have been the change in taste of their customers. With the change in culture and world, the taste of the new customers in the new generations tends to change. This has been a problem to the organization because it needs to change their production. Now that they have ventured into worldwide market, the geographical market structure has changed causing the organization to strain to meet all their needs in all parts. The technology is rampantly changing and negatively affects the running of the organization because they ought to always spend more to train their employees and to have required materials for the ever changing technologies.

Their opportunities have been their customer loyalty. Now that they have been working for more than any other company, they have been able to get the trust of their employees. They are always unique and different in their packaging and product orientation. This product differentiation has enabled them to compete more favorably in the markets. The new customers have new demands and different needs. This has provided them an opportunity to offer their different products and to get more market. The modern society is changing every given minute and the people are evolving in their needs and demands, this has enabled the organization to be able to produce better and distribute their goods.

The threats they are facing are through the change in policies and rules of the government. This external factor has affected them because it has forced them to abide by the new rules. The socio-cultural changes have also influenced the working of the Cue Ball Group because they have to keep their customers happy and satisfied. The countries have increased taxes and international accounting laws and regulations have also changed affecting the working of the organization in negative ways. Every organization needs to understand their markets and environments to be able to run and compete well.

**References**

Thomason, A, A. M & Strickland, A. J. (2001). *Strategic Management: Concepts and Cases.*