Company Selection

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Cue Ball Group is an American company based in Boston. It is a partnership company founded in 2005. It is a venture business firm that has 21 companies in its portfolio. It’s a company that is built on human capital and has 12 employees. It uses models able to generate superior cash flow. It believes that the people are everything and they seek to understand the capability of human capital. The company looks for people who share the same values with them to be able to work together.

 I find Cue Ball Group the best company to carry out strategic management plan because the company is small with few employees which make them more manageable. The team works together easily and the company is not complex (Thompson, 2001). It is also recognized for its exceptional work and contributions to the company. Cue Ball Group is a growing company which is likely to expand in the nearest future so it will be possible to come up with a detailed plan that looks at the future of the company, for example, what the company expects in the next 5 years and what it plans to do to get there.

References

Thompson, A. A., and Strickland, A. J. (2001). Strategic management: Concepts and cases.