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by

Submission date: 20-Oct-2021 09:42AM (UTC-0400)

Submission ID: 1679074050

File name: NHLE_s_Case_Study.edited.edited.docx (17.43K)

Word count: 638

Character count: 3597

NHLE's Case Study

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NHLE's Case Study

Part 1

Question 1

As of the year 1998 and the facts of the case, the value chain of NHLE is comprehensively dependent on advertising, distribution, and client service. The business is putting much importance on merchandise sales and pursuing the greatest cost-effective and productive method to achieve it. They want shoppers to distinguish accurately where they can acquire their merchandise while correspondingly improving brand consciousness. The business retails NHL-affiliated clothes and related merchandise. Therefore, its central goal is to guarantee that the unique selling point for the firm is adequately advertised and that the merchandise is delivered as advertised.

Question 2

The NHLE operates in the sports sector, where the clothes are made using low-cost supplies. In this industry, corporations engage prospective customers, sports enthusiasts, external logistics deliver the apparel to shops, efficient advertisements attract buyers based on team connections, and retail specialists finalize transactions.

Question 3

The NHLE is currently involved in the product delivery, advertising, and registration of NHL products, the development of corporate advertising alliances, and the service sector of the business. Under the three variants of the company's expansion opportunity, the portions the NHLE is engaged in will change differently. If the company establishes its outlets, it will only have to contend with the final three legs, which are much like now. Preserving control of the location would demand stringent compliance to all fragments. Giving tenure to a managing

specialist may sanction the business to focus exclusively on sales promotion. However, suppose they choose to open their retail outlets, they will be a complicated option since many activities involve a company creating and managing their retail outlets. In my view, NHLE is not ready for that part of the business.

Question 4

There are alternatives to vertical integration that are not described in the case. For instance, the NHLE can participate in licensing contracts that can prove to be profitable moving forward. NHLE can leverage sports licenses to strengthen ties with fans. Deals of this magnitude can help the firm establish relationships with a significant target population loyal to the brand's products.

Question 4

With more vertical integration, the business can become more adaptable. According to Zhou and Wan (2017), if executed right, vertical integration makes a company more adaptable to shift and customer preferences. It does not have many moving pieces pointing in different directions but entails the purchase of a critical supply chain item for which a company has previously outsourced. It has the potential to lower the business's costs and offer it more control over its merchandise. It has the potential to boost the business's profits in the future.

Question 5

These potential adjustments are in line with the businesses' services, strategy, and goals. NHLE pursues profit-making, selling products, and advancing the sport. It possesses the expertise and product awareness to be prosperous in this novel engagement. Its framework must decrease, but if undertaken appropriately, this may be a negligible adjustment for NHLE.

Part 2

While there may be a baseline set of skills needed for every job, it becomes significantly easier training people who possesses desirable properties for the preferred level of talents. Recruiters tasked with finding the best fit among the many candidates find it challenging to fill this gap. When interviewing job applicants, most interviewers consider the person's potential and mindset. A candidate with the potential to succeed in their profession should demonstrate a desire to learn, ambition, perseverance, vision, teamwork, and effective communication. Also, some of these desirable attributes cannot be coached. For instance, it is not easy to train an employee to have a positive attitude or mindset, but skills can be taught efficiently and effectively.

References

- Zhou, Y. M., & Wan, X. (2017). Product variety and vertical integration. *Strategic Management Journal*, 38(5), 1134-1150.

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