**The Rise and Fall of Groupon Under Andrew Mason**

Student’s Name

Course

Institution

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Date

**The Rise and Fall of Groupon Under Andrew Mason**

**Question 1**

I agree that leaders are uniquely different in their ways as their traits most obviously guide them. It is the characteristics associated with the individual traits that are responsible for the ability attached to leadership. Additionally, other forces affect managerial skills. Mason exhibits characteristics opposite from what is expected from a CEO of a company’s magnitude like Groupon. Colleagues called him a goofball for his doings are the business (Wolny, 2012). With poor leadership qualities like these investors would not condone with a leader of a billion-dollar company. Andrew Mason's leadership techniques would be appropriate if the company were not of the same stature as well experiencing influence from Wall Street investors. He earned his profile as he was part of the big brain around the business's inception to its existence. Rightfully, he is a key founder of the enterprise. Still, regarding decision-making, he shouldn't have made the business judgment, especially since he lacked experience in the business. He would have been different if he would concentrate on the future of the business, but he instead insisted on the culture of the business as well.

**Question 2**

Many tech companies practice a culture known to create ideas and Groupon is no different from that. There is an excess of liberty as peers have freedom and an abundance of time in their schedule and can go on vacation at any moment. This contains the possibility of creating an environment free from distraction and brings about the sense of imagining brilliant ideas. As a strength, Groupon pays attention to customer satisfaction which gains market shares against its top competitors and builds customer loyalty. Attracting Google means that the business has a well-established e-commerce infrastructure built to inhibit the risk of failure if its core business suffers a net decline. One weakness observed was that the business is limited in customer value. This makes the whole business ineffective and risky in investing with a company of such an expensive portfolio. In a culture that encourages freedom at the workplace, I would limit how these rules ought to be exercised. This measure will implement freedom but with a specific limit to expedite the business reforms.

**Question 3**

In my own opinion, I certainly believe that Mason was a significant contributor to the predicaments that the business enterprise was experiencing as it grew. Mason was inexperienced in business strategies for transition in its growth transition, which put him in a position that he could not make the responsible decision a sharp CEO would make. Mason lacked a vision of the long-term goals for the business and his thinking was only short-term oriented. Another possible cause of the failure is that there was no effective communication between mason and other employees. Management does not know about a growing concern at other company levels (Junita, 2019).

**Question 4**

Groupon being a tech-related industry, I believe a motivated and innovative leader would be ideal for leading the business organization. Unlike mason, who was qualified for both the first and the second-mentioned qualities, he would also need to have strong interpersonal relationships with colleagues at work with practical communication skills. This leader would also need to be visionary and ready to partner with other players to improve the product services and experiences.

Founding and supervising industry development- the changing company might be one of the most challenging tasks one can ever accomplish (Junita, 2019). During startups, there are no fixed rules. Cash flow is a no-brainer considering that money is essential in operating the business and building the foundation. Having a product vision on the direction as to which the company is headed. Teambuilding is crucial as it optimizes outcomes by capitalizing on the process and activities in the growth and development stages.

The Groupon business community had creative and innovative leader Mason who brought a significant business culture into existence. However, he lacked product vision, one that would be so obvious, and he demonstrated a lack of this by neglecting the $6billion offer made by Google which could outplay competition in the business environment. I would recommend a mentor who can instill the discipline of responsibility into leaders of large and entrepreneurial firms, nurture their abilities and remain visionary. Continuous research and creating healthy relationships across team players are elementary for success as an organizational leader(Junita, 2019).

**Question 5**

In my opinion, I believe Groupon faces other challenges like heavy competition. Groupon proved to be a competitive business model, but other already established competitors maximized their strength and minimized their weaknesses. For example, Living Social, owned by Amazon, means that Groupon need for the business to focus on innovations to remain on the top list. I believe there are customer-based issues. The pressure occasionally suppresses small businesses that dominate on a deal site that they can’t give feedback to customer inquiries all at a given time (Suwarni, Fahlevi& Abdi, 2020). Realtime deal hunters, as it is their nature to chase lucrative deals, which is most likely that they neglect retail pricing in the future, and this also harms the client and will not encourage customers.

**References**

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