

k
by B N

Submission date: 20-Jul-2021 11:56AM (UTC-0400)

Submission ID: 1622002832

File name: Organization.edited.docx (16.3K)

Word count: 1035

Character count: 5841

Organization's SWOT Analysis

Name

Institution

Course

Instructor

Date

Organization's SWOT Analysis

Every organization must periodically analyze its strengths, weaknesses, opportunities, and threats to sustaining its growth in the business sector. These internal and external factors must be analyzed so often to ensure that an organization continues to understand its pursuit of business and the environment in which it does business. As Sarsby (2016) agreed, a well-organized business organization must generally understand the environmental context under which it does business by analyzing the SWOT external factors that influence business. Phadermrod et al. (2019) also added that a business organization that wants to survive must always analyze its SWOT internal and external factors to compete favorably in the market. Notably, while analyzing such eternal factors, most organizations find it important to engage in cooperate social responsibility activities, which raises the organizations' profile among its customers and stakeholders. However, ethical dilemmas and other related implications come as challenges experienced when pursuing social responsibilities (Advantage, 2020).

Furthermore, to maintain a good image while doing business, every organization must analyze its SWOTS to maintain its customers and stakeholders. I work with an IT firm, namely ABC Technologies. Therefore, this paper analyzes my company's SWOT external factors, how my organization promotes social responsibility, and the ethical implications the company has while pursuing such social responsibilities.

Strengths

During the last financial year, ABC Technologies, which has only operated for 6 years, managed good profit returns because everybody worked hard and unison towards success. The employee attitude in my company is exemplary strong in attitude, a virtue that is inculcated in

the employees' good leadership provided by both the board of directors and departmental heads. Also, we have an excellent customer care service where attention is given to every customer complains and claims. Additionally, our company's growth at a fast rate is the strong innovation team dedicated to bringing a new product for our customers through software and hardware development. Furthermore, we as employees have strictly adhered to our vision and mission that requires every member of our organization to be of high integrity standards; and this has made our customers trust our products for the period we have been in the market. Lastly, as an organization, we have committed to producing high-quality products at relatively cheaper prices, which has made our customers prefer our products. All these strengths have raised our competitive ability in the IT market sector and shortly. Therefore, we will turn to an international IT giant organization spread worldwide.

Weaknesses

Notably, in our quest to achieve the successes we pride ourselves in, such as huge profit returns, customers' satisfaction, and employees' personal growth, we face various weaknesses as an organization. Our growth could be much bigger if there were no; First, too many levels of bureaucracy in the company, which takes decision-making to be too long hence affecting growth. Also, there is a lack of adequate market and product development strategies, making all process of strategy management processes run in ambiguity. Lastly, there exist many confusing service policies bringing ambiguity in the service delivery process to our customers.

Opportunities

There is an increase in the need for biochips and artificial intelligence for most companies in this information era. Most companies have shown the need for artificial

intelligence when hiring and for the company's general operations. Most companies move towards modernity by employing artificial intelligence (Russell & Norvig, 2002). This is an opportunity for our company to, in the future, increase its production of these services. Also, there is low internet coverage in Africa and ABC Technologies has seen that as an opportunity to give more coverage to the Africans. Enabling more coverage to African will improve their social welfare as this move will improve their connectivity and open more opportunities to them. The opportunities seen from the low internet connectivity in Africa will open more job opportunities to the Africans and at the same time improve our profits as a company.

Threats

ABC Technologies is currently facing two major threats: cloud jacking and Internet of Things (IoT) devices. Most of the IoT devices we create collect personal data of our clients and sometimes, they don't need personal consent to analyze the data and send it to the cloud. The cloud jacking makes our clients vulnerable as their information can be received and taken advantage of by other people. This brings some mistrust from our clients. ABC Technologies is much aware that to succeed, it must involve itself in cooperate social responsibility. This move not only improves the name of our company among our customers but also improves our customers' living standards for they are the key stakeholders in our growth. We engage our customers by employing young fresh graduates on internship level to conversant with skills needed in the job market. We are also running programs of making available to various communities, mostly the native citizens, clean and treated water for their domestic use.

Ethical Implications

Ethical implications are always observed in companies that are on the verge of attaining full growth. For example, through its ethical code of conduct, ABC Technologies has to comply with every requirement to act ethically. The ethical issue usually witnessed while doing the social responsibility is the temptation by the ones in charge to misappropriate the funds meant for the same. We are all required to act with integrity and when found to act unethically by swindling such funds, one is fired and prosecuted for corruption.

Conclusively, it must analyze its SWOT to improve its competitiveness in the business sector for every company to grow. ABC Technologies has grown because of having been able to analyze SWOT and respond to them effectively periodically. Our cooperate social responsibility role has also been critical in maintaining our customers. All the organization members are required to act ethically failure to which there are implications attached to it.

References

- Advantage, C. (2020). Corporate Social Responsibility. *CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies*, 65.
- Phadermrod, B., Crowder, R. M., & Wills, G. B. (2019). Importance-performance analysis based SWOT analysis. *International Journal of Information Management*, 44, 194-203.
- Russell, S., & Norvig, P. (2002). *Artificial intelligence: a modern approach*.
- Sarsby, A. (2016). *SWOT analysis*. Lulu. com

k

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes On

Exclude matches Off

Exclude bibliography On