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SMALL BUSINESS MANAGEMENT PROJECT

STUDENT'S NAME

INSTITUTIONAL AFFILIATION

DATE



BUSINESS OWNERS AND BUSINESS

- The business to be analyzed is AppTroids solutions
 - The company deals with cloud computing services and software development
 - The products comprise of sales cloud service and cloud platform marketing
 - Marc Gump is the founder and chief executive officer of AppTroids solution
 - The owner quitted his job employment as a director in Salesforce Inc. and started his small business
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BRIEF INDUSTRY ANALYSIS

- After its establishment in 2015, AppTroids has gained over 1000 customers
- The company has generated 20 million dollars based on the 2021 fiscal years
- The revenue is obtained from subscription and support and professional services
- The company attains a competitive advantage through the acquisition of other small software companies
- The new and emerging companies are the largest customers for AppTroids



EVALUATING BUSINESS TO E-MYTH

- Marc Gump controls the leadership position of the company as the Chief Executive Officer and chairman
- Gump does the technical part rather than an entrepreneur by working in the business rather than on the business
- AppTroids Solutions has invested in innovation by improving its services to the latest technology
- The company has not concentrated much on quantification and orchestration of the products and service and operations
- All the systems are considered, including lead generation, marketing, and client fulfillment (Gerber, 2021)

SWOT ANALYSIS

Strengths

- Good returns on capital expenditure
- Highly skilled workforce
- Reliable suppliers

Weaknesses

- High attrition rate in the workforce
- Require more investment in new technologies



SWOT ANALYSIS CONT.

Opportunities

- Online channel new clients
- Effective environmental policies
- Expanding to new markets due to government agreement

Threats

- Strong competition
- No steady supply of innovative products

PROJECT OVERVIEW

- The goal of the project is to implement relevant business skills to ensure the company is success
- Marc Gump, the company owner, needs to act as an entrepreneur by working on the business
- Managers play a critical role in developing the order of processes and implementing the visions
- AppTroids needs to be developed like a franchise involving the innovation, quantification, and orchestration
- I helped the business to develop strategies based on the proper measurements and systems that will improve company performance

REFERENCES

- Gerber, M. E. (2021). *The E-Myth Revisited Why Most Small Businesses Don't Work and What to Do About It*. HarperCollins Publishers Ltd.

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