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Small Business Management Project

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Technology advancement has resulted in the development of many companies to help in the supply of equipment and devices and software application. Marc Gump is one of the entrepreneurs that have invested their effort and vision on AppTroids Solution. Marc Gump started the company in 2015 and resigned as a sales director in one of the best companies. AppTroids solution is an information technology company based in New York City, and it offers services and products. The services offered comprise computer software development and cloud computing services, and the products are cloud platform and cloud marketing.

AppTroids Solutions has gained more recognition since it was established in 2015. Currently, the company has more than 1000 customers. This has enabled AppTroids to generate twenty million dollars based on the 2021 fiscal year. Revenue is obtained from two divisions, including subscription and support, which has the highest income and professional services that comprise fees paid on fixed price. Moreover, the company used a good marketing strategy to acquire other small businesses in the same field and counter the largest competitor, AppTroid, concentrating on new and emerging businesses as their customers.

AppTroid owner does not understand all the knowledge in evaluating how AppTroid Solution is going. As leader and chairman Gump does not act as an entrepreneur through working on business rather than in business. Also, the company has taken innovation a priority to deal with the competitors; however, they have not focused on quantifying and orchestrating their products and services. Gerber (2021) stated that all the systems are considered, such as marketing and client satisfaction.

SWOT analysis is vital in planning. AppTroid Solutions has strengths such as reliable suppliers, highly skilled employees, and good returns on capital expenditure. The weaknesses comprise of a high attrition rate in employees and requiring more investment in new technologies. On the other hand, it can utilize new clients in online platforms, new environmental policies, and expanding to new markets because of the free trade agreement. The threats are intense competition and a lack of a steady supply of innovative products.

The purpose of this project is to provide appropriate business skills that will ensure the company is successful. Thus, the business owner will need to act like an entrepreneur and behave the way they do. After assessing the company, I recommend that AppTroid Solutions be run as franchise and utilize the significant strategies approaches to improve performance, including all the business processes such as the entrepreneur's primary aim, strategic objectives, and system plan.

Reference

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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