

report

by Nn Nn

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ROGERS COMMUNICATIONS INC

Assignment 3

Introduction /Company Overview

Rogers Communications Inc. happens to be a communications and media firm that is based in Canada. It specifically operates within the field of cable television, wireless communications, internet connectivity, and telephone with notable extra telecommunications, as well as, mass media assets. The firm's headquarters are located in Toronto. The firm avers ¹ heritage of Rogers Vacuum Tube Company, which was established in 1925 by Edward Rogers that founded the CFRB radio station within Toronto but was later purchased by outside parties. The present firm dates back to 1959, during which Ted Rogers, Rogers' son, established Baton Aldred Rogers Broadcasting. In 1960, the aforementioned firm acquired CHFI and in 1961, launched CFTO (Brehl & Rogers, 2014).

Rogers Communications Inc.'s major competitor is Bell Canada that has an equally extensive portfolio of both radios together with television media assets, in addition to wireless telephone services, as well as television distribution, specifically within Central and Eastern Canada. The two firms are mostly considered to have ¹ a duopoly within communication services within their regions as they have a stake in Maple Leaf Sports, as well as, Entertainment. Nonetheless, the firm also competes nationally with other firms such as Telus, on the side of the provision of wireless services and Shaw Communications on the provision of television service (McDonald et al., 2011).

Mandate

Upon undertaking a comprehensive review of Rogers Communications Inc.'s financial reports, as well as the website, it has been established within this report that Rogers Communications Inc. lacks a published mission as well as vision statements. It is on the basis of the knowledge of the operations of the firm that this report proposes what the firm's mandate has to state founded by Fred Rogers, family members Communications, Inc. Is a non-profit organization that produces a wide variety of materials devoted to young kids, their families, and those who help them? From its origins as the creator of Mr. Rogers' community, it has extended to create educational materials in some media that sustain proper emotional, cultural and mental development in all ages, and embody the philosophy and values of Fred Rogers.

Mission Statement

As a dealer in cable television, wireless communications, internet connectivity, and telephone services, Rogers Communications Inc.'s mission has to be to offer its customers with excellent services possible within affordable prices.

With higher competition in the communications industry, clients have increasingly required that communications providers provide multiple services in lower costs. These companies may allow localized and long-distance lines, wireless, Internet access, and high-speed, dedicated channels. Also included are ancillary services, e.g., single note presentment, telephone forwarding, caller recognition, voicemail, and related services. Enhancements in changing technologies are starting to allow the delivery of many services at a single system, providing cost savings over traditional networks which were designed to produce a small amount of services. We think that as competition increases, suppliers who provide a variety of services in

a cost-effective way would be best positioned to capitalize on the convergence of companies within the communications industry. These suppliers can provide a well-designed bundle of services they can accommodate to fulfill each customer's needs.

Vision and Major Goals

Rogers Communications Inc.'s main objective should be to be the best cable television, wireless communications, internet connectivity, and telephone services provider within the industry by providing excellent quality services. The firm's vision has to be to establish the highest possible excellence standard among communication services providers by being highly innovative.

The combined phone, computer, and cable television business segments are referred to as the wider business of telecommunications. Collectively they support equipment and connected and wireless links required for communicating via phone and connecting to the Internet. Some marketing and delivery corporations that offer access to telephone and Internet companies and trade equipment and accessories, e.g., telephones, cell phones, tablets, and calculators, are also considered part of the telecommunications industry. Communications portfolios focus on telecommunications and media corporations of different sorts. Most get some combination of cable TV, wireless communications, and communications-equipment firms, too, as conventional telephone companies. The few favor entertainment firms, primarily broadcasters, movie studios, publishers, and on-line service providers.

Core Values and Guiding Principles

For Rogers Communications Inc. to realize success, its employees should have specific core values and have to adhere to a collection of guiding principles. The said values have to encompass being client-focused in addition to being encouraged by the authentic concern for

offering excellent services for their customers. Rogers Communications Inc.'s philosophy is not only simple but also well-thought-out. Their principal objective is to have the Canadians connected to a world full of possibilities, as well as the most memorable moments which matter most within their lives (Brehl & Rogers, 2014).

In Rogers, we link Canadians to the reality of possibilities and those unforgettable moments that matter most in their lives. Every time we wake up with one aim at mind. To have loved people together from across the world. To link people to each other and this reality in them. To help the entrepreneur understand her desire. The sports fan celebrates a particular time. We know starting a new business will be daunting, let us help you start a significant job in Rogers and obtain a permanent job through our current student Leadership Development system. You'll gain through experience in this field of our business you've selected to investigate and provide the educational background and accomplishments to help move our business forward.

Stakeholder Analysis

Rogers Communications Inc.'s primary stakeholders encompass clients, employees, shareholders, and suppliers. So as to make the employees deliver quality work, Rogers Communications Inc. should not only offer them appealing salary packages but also provide a very conducive working environment. Either way, similarly to any other firm listed within the TSX (Toronto Stock Exchange), as well as the NYSE (New York Stock Exchange), the most vital stakeholders happen to be the shareholders.

In the enterprise, the stakeholder is whichever person, group; otherwise, the party that has an interest within the organization and the consequences of its activities. General examples of stakeholders include employees, clients, stockholders, suppliers, societies, and governments.

Other stakeholders have different interests, and corporations frequently encounter tradeoffs when trying to like all of them (Brehl & Rogers, 2014).

Some stakeholders are more critical to this business's life than others. Main stakeholders are groups on which this organization depends for its long-term activity; they include stockholders, employees, clients, providers, governments, and local communities. When directors are struggling to balance the demands of other stakeholders, the stakeholder model indicates that the demands of particular stakeholders take priority over the requirements of secondary stakeholders. But among particular stakeholders, represent some more significant than others? According to this life-cycle concept of organizations, the response is yes.

Technically, the shareholders are the firm's owners, and it would be in operation in the absence of their investment. For purposes of ensuring that the shareholders get the maximum return on investment, it is necessary for the other stakeholders like the employees, suppliers, creditors, communities, and employees to be properly valued. Every stakeholder is within an integrated web, and in the event, one of them is mistreated, a domino effect commences that can end up having a negative impact on the firm's revenues. (McDonald et al., 2011)

External Analysis

Competitive Forces

The mass media and provision of wireless services segment of the communication industry is quite competitive in Canada. There are a wide range of competitors within the industry, such as Shaw Communications, Rogers Communications, Bell Canada, as well as, Allstream among others.

Who is favorably/ unfavorably placed& reason? Bell Canada occupies the most favorable position among these competitors because of being the first Canadian telecommunication corporation and occupying more news. The nearest competitor to Bell Canada is Rogers that provides a huge variety of products and services and has a significant geographic presence in the marketplace of telecom business. The business is in maturity level. There is a lot of opportunities to develop, and incomes are up. Whenever a new technology is presented, consumer needs increase. Reduced barriers to entry make it easy for new entrants to enter this business, but it is challenging to go unless they pay reduced costs because there are huge players in this industry. There exist no replacements. The rivalry is fierce as corporations attempt to attract customers with more rebates, promotions, and benefits in comparison of their rivals (McDonald et al., 2011).

This wireless business also faces competition from different communications and engineering companies trying to increase their brand recognition and capture consumer income with regard to the supply of wireless products and ³ services. For instance, Microsoft, Google, Apple, and others are providing alternate ways for creating wireless sound calls that, in specific instances, may be used instead of the wireless provider's voice service.

As at present, Rogers Communications Inc. considers itself as the leader within the Canadian communication industry, mainly due to its diversification within the various segments of the industry. Nevertheless, their entry barriers can be considered as relatively high as to venture into the mass media industry requires high starting capital. Since it requires a large number of resources to get into the industry, Rogers Communications Inc. is safe from the Risk posed by new entrants (Shaw, 2015).

Productive communication requires getting that point across to an additional person. Some barriers into communication exist at any organization, also which detracts from its strength. This will be more pervasive in the housing industry because of the number of specific components. These barriers may be the situation, situational, or physical. Personal barriers may prevent or impede people from engaging in effective communication. The host of these barriers may be present in the broad environment and adversely affect the change. They allow closed doors, walled-in offices, personal space, and personal discomfort. This country may be loud or crowded. If the language happens outside, the weather conditions may have some kind of effect, too.

Barriers of communicating its may distort otherwise keep communication inside the organization. Companies want to be alert of the possible obstacles into communication. As a summary, personal separation, as well as differences in status differences, sex, Attitude plus language, can possibly either stop or distort efficient communication. Then the ability for the company to realize that connection issues and go to the resolution will drastically advance working conditions, the sales as well as organizational culture.

But as social barriers may restrict communication, so will organizational barriers restrict communication? Such barriers in the organization may interfere with communication between people or groups within the same organization, between people or groups from two different organizations, or between whole organizations (Brehl & Rogers, 2014).

Entry barriers are economical and technical forces that keep the right firms from competing in the industry. Entry barriers rely on technical and trade relationships within the business. The most significant barriers to access are price rewards, product differentiation, access

to distribution channels, and general barriers, e.g., patents and monopolistic power over natural materials.

Extremely competitive manufactures mostly have very low barriers to entry. This implies the competition within these industries is relentlessly superior. So, how do corporations within these industries make their benefit? By using specific barriers to entry, I can address two types of industries under. About everyone owns a machine present; whether it is a Kindle, tablet, computer, or physical lap-top, technology is here to be. Yet toddlers are using pills. Although the machine business is extremely competitive, there are some barriers to access that corporations will rely on in order to keep up with this competitor (McDonald et al., 2011).

The threat of entry of new rivals in the business increases the degree of rivalry within the industry. These barriers of entry that are existing in the given business determine the threat of entry by new rivals. In this case of the automobile manufacturing business, there are significant barriers to entry. The most important barriers move with the price that is needed in setting up the car-manufacturing organization. The first figure is the higher economies of scale that are here and the enormous assets needed in order to compete as the resulting profit in the car manufacturing industry is more elevated.

Macro Environmental Analysis

There are diverse opportunities that Rogers Communications Inc. can explore for the purpose of gaining more dominance within the market. One of the said opportunities is such as the ability to get into partnership with other players within the industry in order to expand its services portfolio. It is in that perspective that Rogers Communications Inc. has to make more partnerships, such as the one it has made with Comcast.

Globalization has as well resulted in greater connectedness amongst markets around the globe, also increased communication plus awareness of job opportunities at the right corners of the world. More investors will find fresh investment opportunities and learn fresh markets at a higher point than earlier. Possible dangers and networking opportunities are inside easier accomplish thanks to better communications technology.

Recent and important trends and changes in business will be the source of potential opportunities for organizations within the business. In order to undertake opportunities in exchange, it is crucial to determine the possible source of opportunities being in the industry and also determining how these will be exploited in a greater way. Possible opportunities may consider.

In order to supply within this increasingly difficult economic situation, corporations are forced to venture into new opportunities for increased sustainability and viability in the international marketplace. The idea of gender diversity implemented within the business and its effect on the business's performance has been studied by ample research organizations. The presence of sex under-representation and difference in the working class is growing into more exposed among firms operations, in spite of this approval of gender equality from organizations. The growing understanding of the issue in the corporate environment has fostered the change within the business sector (McDonald et al., 2011).

It's one of these most common tendencies in today's commerce world. As more and more companies are produced within this business, the ratio of transportation improves. As the company, we saw an excellent opportunity within this area and decided that we would have a fresh perspective in on-demand experiential marketing. Every time a fan gets the product delivered to them during the activity, they have had the on-demand service.

Nonetheless, it has to be known that there are some threats that the firm faces, and it has to come up with strategies of bringing them under control. The threats include the stringent regulations that are being introduced within the industry from time to time. The firm should also minimize its dependence on the dependence on their-party service vendors and implement strategies that will make it turn out to be self-reliant (McDonald et al., 2011).

Risk control, also called risk reduction or risk reduction, is the most common of these four strategy categories in the country's safety situation. Risk control is the strategy of intentional actions taken to reduce the probability of danger or Risk being known to reduce the probability that harm can result should the Risk or threat be experienced, Or to minimize damage once a risk or vulnerability has been felt. Risk Transfer is the strategy of changing some or all of the danger to another entity, asset, structure, network, or geographical region. This will take some forms, including buying policy and the form of threat-shifting that happens when terrorists decide a more comfortable and less critical object to move. Risk transfer may not decrease the total probability of a specific danger or Risk being felt, but it should make the results more comfortable to carry.

Because the economic system is continuously changing, more than in changing speeds from business to industry, the business should always observe the threats that it faces inside its situation also go up with an effective strategy to manage these threats. Additionally, the enterprise ought to be ready to change and progress the strategy as fresh threats go up; otherwise, things move about the past threats. Here the strong tool you will use to the advantage is the internet, which would allow you to observe what the competitors are up to and do competitive threat analysis, too, as to make a better idea of what current threats are coming up at the industry.

Competing strategies of differentiation, price leadership, focused differentiation, or price point may be deployed. Such an approach may be applied to fight some of the five competing forces that some strong encounters. These consider:

1. The threat of current rivals-build barriers to entry
2. Escalating competition among existing competitors-change the foundation of rivalry
3. The Pressures from possible alternative products-produce products of the surpassing value
4. The Bargaining power of the customers-establish change costs
5. The Bargaining power of the providers-create alternatives

Internal Analysis

There are diverse strengths that Rogers Communications Inc. enjoys, and it should exploit them in order to gain more niche within the industry. Given that Rogers Communications Inc happens to be the most extensive wireless communication services provider within Canada, it has to capitalize on this to expand its customer base. Besides, the firm has diversified business operations together with a strong brand portfolio, which it should adequately manage in order to cushion itself against any setbacks that can emerge within the market in the near future. Most importantly, the firm should make use of its vibrant to line performance within Canada to expand to other markets outside the country (Shaw, 2015).

Some global business theories and paradigms have emerged in recent years from economic and management views. Global business transactions normally include business transactions of any sort by the business running between or within two or more individual nations. When companies move internationally, they will unknowingly give the ideological

concepts of their organization along with their different assets. In trying to explain the existence of global business processes and the influence of the political situation as it pertains to the African industry, some researchers emphasize the necessity for the reform of the imperfections in the structural market, while other investigators emphasize the need for the movement of transactional imperfections.

As one may see, all these are important matters to any business. No longer is operations management considered subservient to commerce and management; instead, it is a legal functional field within most organizations. Likewise, operations management will no longer concentrate on separate jobs and procedures but must be one of the designers of the firm's general business model.

The character of the associate portfolio director differs dependent on which part of the industry is existing served" mutual fund, organization or high-net-worth. For example, associate portfolio managers in some mutual fund firms can either function as the lead investor on the sector stock or as second-in-command on a huge diversified stock. Dependent on the business, the associate might also function as a play on the sector money and the second-in-command on a diversified stock simultaneously. Instead, on the organization side, associate portfolio managers typically apprentice with experienced listing directors on the largest and most complex portfolios (Shaw, 2015).

Nevertheless, in spite of the aforementioned strengths, there are several weaknesses that Rogers Communications Inc. has to deal with so as to succeed in maintaining its dominance within the industry. In the first place, it should stop its over-reliance on the Canadian market as a result of the increasing competition within the said market and venture into other foreign markets. Besides, the firm should bring down its employee turnover as it is considered to be way

above the industry standards. If left unchecked, the high employee turnover is set to take a toll on the productivity of the workforce, which in turn will contribute to a significant drop in the accrued revenues.

Ending troubles are communicating within the organization. The topic is multifaceted as there are numerous other kinds of communicating, each of which has its own strengths and weaknesses. These different types of communication also function as abstract solutions for the bad communication epidemic that is presently plaguing some jobs worldwide. Two of these other communication techniques, which can be talked about far, represent the idea of the grapevine and electronic communication. If people `` attitude is communicating and the connection is society. " Every society in the world has a specific language. The text is made up of ideals, values, beliefs, traditions, and additional dimensions that represent the meaning of one's ways of communicating. Realizing how the society communicates can, not simply, allow people to communicate the message to one another the way it was meant, but it would also encourage people to find identity in the differences and commonalities of the numerous cultures.

The competitions amongst these firms assist in identifying the lucrativeness of the industry where companies are competing heavily in order to sustain their ability within the business. The Under Rogers Communications Inc competition is moreover on the ground of variety, the growth within this sector, and the barriers associated with the entry in the industry. This competitive competition is the investigation of these brands and the quantity, its strengths, and weakness along with the strategies, competitions, and the assets in the industry.

Strategic Options

In order to continue expanding within the industry, Rogers Communications Inc. has to focus on product development, in addition to conducting comprehensive promotional activities. Concerning product development, the firm should come up with products that not only meet the customer's expectations but also that are designed in such a manner that they stand out within the competitive market (McDonald et al., 2011). This can be achieved by introducing features within their products and services that are not been offered by their competitors. On the side of promotional activities, the firm should invest on various promotional activities that may include the use of the mass media for purposes of reaching a wide range of the targeted customers.

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