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by R D

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Case Study Analysis

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Case Study Analysis

The case involves Colin Ford's car detailing company in British Columbia. The company was doing well, as customer loyalty is evident by Ford's desire to earn more profits to afford fees and personal expenses at the University of British Columbia. The following paragraphs explain why he should consider the Golf Course Partnership and Franchise alternatives and the three competitors' SWOT analysis.

Colin's Car Detailing should consider partnering with the public nine-hole golf course located near Ford's home. It is a suitable option, as more revenue would be earned since the golf course attracted many people in society. The company gives put fliers to advertise the company so it would reach many people. Also, the suggestion is applicable because golf course attendants report with cars and parks them while playing. It gives Ford's Company time to have the vehicles and offer the needed services as the owners play the golf. As a result, chances of delays are limited as the two places are near each other, hence the partnership would increase income. The alternative is also suitable, as it would build the company's capacity. Partnerships are done mainly to share resources, whereby each company uses the other ones to become better. For that reason, the cooperation would demand Ford to synchronize the appointment bookings with those in the golf course. Sharing the resource would build its capacity as it gives the workers a chance to observe the company's structures to overcome their challenges.

CCD could also consider establishing a franchise to earn more revenue. It is a strategy where the business owner grants rights to people or companies, so they sell their goods and services using the owner's business system. One reason to consider this idea is on reduced capital. Ford would spend little as franchises raise the money to establish the outlets. Therefore, it would sell Ford's services while he would be needed to invest a little, leading to more profits.

Another reason to consider is that the franchise units are usually motivated and apply effective management. They desire to earn high profits, which therefore benefits the owner. With a franchise, chances for steady business growth and development are high, as the franchisor would decide to expand its infrastructure. North Vancouver has a population of about 130,000 implying that the market to be served by the franchisors is available, making it a suitable decision.

In making the above decision, Ford needs to consider the strengths, weaknesses, opportunities and threats of the competitors so the option picked makes it earn higher competitive benefits. The competitors are ¹ Rod's Exotic Auto Spa, Park Royal Hand Wash and Blitz Auto Spa (Finnbogason & Grasby, 2014). One strength is that these companies have operated for a long time thus have built a strong reputation. It is a strength as the customers are loyal, guaranteeing them incomes. Also, competitors offer additional services at low or no cost, attracting buyers as they spend less. For instance, Rod's Spa gives free vehicle pickup and delivery while Blitz Spa has discounts.

However, the rivals are weak because they rely on the Vancouver region, especially the North and West sides (Finnbogason & Grasby, 2014). Therefore, the customer base is low, and the risk high, as economic changes in the region would lead to reduced income. With a strong reputation and brands, the competitors have the opportunity to venture into other Columbian areas and outside. It would improve their competitive benefits because more sales could be earned as capital to invest is available. On the other hand, they face a threat from detailing companies operating internationally. Unfortunately, if the market expands, foreign companies will invest in the region, and since their brand images and revenue is higher, they would be overcome.

Therefore, CCD could partner with the Golf Course Company or consider franchising to earn more revenue. It would empower it to reach a larger pool of customers and build capacity, thus compete with the rivals. The rivals have a strong reputation and quality services, but they are concentrated in one region. Hence, the fold would apply the options to expand its operations and enter new markets, thus earning competitive benefits and incomes.

Reference

Finnbogason, C., & Grasby, E. M. A. (2014). Colin's Car Detailing. Ivey Publishing.

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