

# [Robin hood case](https://assignbuster.com/robin-hood-case/)

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INTRODUCTION Robin Hood and his Merrymen create a team to persue the main goal: „ Rob from the rich and give to the poor”. Robin Hood is the head of the company and is supported by lieutenants who take are of orgnizational aspects of business. Main co-workers are Will Scarlett who is in charge of intelligence and scouting, Little John who trains new men in the crew, Scarlock in financial area and Much the Miller’s son responisble for providing supplies for the band.

Robin Hood’s band is well known in the country and getting more populr among people. The crew is getting bigger and new problems araise.

Some important moves and changes in strategy should be introduce in order to keep Robin’s team succesfull. 3. ANALISYS OF THE EXTERNAL ENVIRONMENT a) PESTL Analysis POLITICAL FACTORS \* Existing conflict between Robin Hood and Sheriff \* Sheriffs growing strength and support \* Prince John’s unpopularity among barons \* Attempts to free King Arthur ECONOMICAL FACTORS \* Growing number of Merrymen requires bigger financial support \* Limited forest resources SOCIAL FACTORS \* Growing populatity of the Merrymen \* Willingness to join the team by men from all over England

TECHNOLOGICAL FACTORS \* Outstanding archery skills b) PORTER’S 5 FORCES To estimate market attractiveness, Porter analysis was conducted. The main threat for Robin Hood and Marryman is coming from his rivals, Sheriff and Prince John.

Their actions have to be constantly monitored, because their actions have a big influnce on Robin’s market position. Sheriff is trying to capture Robin Hood and his workers, so the threat of attack is very high. Moreover, Prince John has spies everywhere, so there is a serious danger that one of new recruited Marryman can work for him.

The threat of suppliers is also relatively high, because of their growing awareness. Team’s campaigns have to expand in order to gain enough supplies for the Marryman to survive.

Bargaining power of customers is low, because Robins objective is to give to the poor. As long as he does not tax them, customers will not pose a threat. Also the threat of substitute product is very low. 7. DEFINITION OF STRATEGY a) BCG Martix Robin Hood’s team is supplied by rich merchants who commute through the Sherwood Forest.

Before the crew was relatively small, the supplies gathered where enough to finance their needs and to help the poor.

As the Marryman grew larger, the income was insufficient to sustain prosperity. The spendings are high, but the income is still at the same level. That is why Robin Hood and Marryman are placed on a questionmark field in the BCG matrix. This shows that changes should be introduced in company’s policy and startegy, otherwise it will be impossible to maintain stability.

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