

Robin hood case

Business



INTRODUCTION Robin Hood and his Merry men create a team to pursue 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 care of organizational 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 responsible for providing supplies for the band.

Robin Hood's band is well known in the country and getting more popular among people. The crew is getting bigger and new problems arise.

Some important moves and changes in strategy should be introduced in order to keep Robin's team successful. 3. ANALYSIS OF THE EXTERNAL ENVIRONMENT a) PESTL Analysis POLITICAL FACTORS * Existing conflict between Robin Hood and Sheriff * Sheriff's growing strength and support * Prince John's unpopularity among barons * Attempts to free King Arthur ECONOMICAL FACTORS * Growing number of Merry men requires bigger financial support * Limited forest resources SOCIAL FACTORS * Growing popularity of the Merry men * 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 Merry man is coming from his rivals, Sheriff and Prince John.

Their actions have to be constantly monitored, because their actions have a big influence 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 Merryman 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 Merryman 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 Matrix Robin Hood's team is supplied by rich merchants who commute through the Sherwood Forest.

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

As the Merryman 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 Merryman are placed on a questionmark field in the BCG matrix. This shows that changes should be introduced in company's policy and strategy, otherwise it will be impossible to maintain stability.

ROBIN HOOD AND THE MERRYMAN <http://www.theunrealtimes.com/wp-content/uploads/2011/08/growthshare1.gif> B) Generic Competitive Strategies ROBIN HOOD AND THE MERRYMAN