

Hustle as a strategy by bhide

[Business](#)



The paper "Hustle as a Strategy by Bhide" is a delightful example of a business article. According to High-Church Theologian scriptures, competitive strategies are the ones that can sustain businesses and result in desirable outcomes. They preach about strategic planning, competitive strategy, and competitive advantage. However, they do ignore that there are other types of strategies that when applied can result in a positive improvement in a business. Among the ignored strategies is the hustle strategy which bases on hustle and strategy which is practiced by other religions. The strategy does not involve strategic planning and competitive strategy but it ensures that every business activity is performed well to come up with a desirable outcome. The hustle style bases on quick moves and strength to perform its business activities. As stated earlier, the hustle strategy has its own position in carrying out business activities. Although it is a newly emerging strategy that was brought into use by Amar Bhide in 1986, its strategic approach has convinced managers in industries and business organizations to try it so that the outcomes can be measured and be compared to other strategies (Bhide, 2007). More so, this theory insists that for companies to develop they must be in a position to apply emergent and sustainable plans instead of taking much time to fix a plan that may lead to slowness in development (Lane, 2018). As such, instant formulation and execution of plans in any organization are seen as the key to the success of any business which has a desire to achieve its business goals without being afraid of the key competitors. Also, this strategy follows the idea that working towards achieving goals even when there some competition from a similar organization. Innovation coming from the companies should motivate workers for further improvement. It also believes that as long as the

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organization is doing things in the right manner the outcomes will always be admirable (Srivastava, 2017). For example, a Coca-Cola company does aim at improving its services to consumers by maintaining consistency in the production of drinks without limits. They also make prompt adjustments only when there are valid reasons to do so. Such approaches have always led to its continuous despite the presence of other competitors who might be fighting to outdo it. As much as the hustle strategy seems to be developing very fast as far as its use is concerned, the competitive strategy mentioned earlier ignores this approach. Since it existed before the hustle strategy, its users believe that its approaches are the most suitable in promoting business. One common practice of the competitive strategy is that it aims at promoting stiff competition among business organizations that deal in the same (Madsen, 2015). The goal of such companies is to emerge as the best competitors so that they can attract more customers to their premises. The competition goes beyond selling and buying in that they even compete in coming up with new innovations (Zollo, 2016). Surprisingly, these companies go to an extent of blocking other companies from making a progress by applying The Big Play Theory which believes that introducing barriers to other companies makes room for more opportunities that can help develop the business. Still, the critics of the Big Play Theory have their own arguments against the competitive nature of such companies. Firstly, they claim that the competition in coming up with innovation rarely makes the organizations go higher as the innovations always end up being imitated by other companies (Parnell, 2015). As a result, the discovered products are sold cheaper than what the organization expected (Acquaah, 2016). Thus, there is no reasonable advantage gained from it at the end of the day.

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Additionally, the issues of competitive advantage are criticized in that the finances gained by the competing companies are always at the same level. The comparison between the hustle strategy and the competitive strategy shows clearly that they are different. Although the competitive strategy emerged earlier, its approach in controlling business is has been greatly criticized since it involves a long process of formulating plans of function yet the outcomes are not always promising (Powell, 2017). On the other side, the hustle strategy was just introduced in 1986 yet it has been greatly accepted since it focuses on applying energy and skills that can result in immediate but quality outcomes. Therefore, the hustle strategy can be reliable in many ways and so it is suitable as a strategy for a future-based business. The article has strengths that make it preferable in developing a business for the organization. Firstly, the article provides a glimpse of how organizations come up with strategies that mold them into productive organizations. The glimpse also helps managers of organizations to make important comparisons with those that are similar to enable them to develop on a good foundation (Donn, 2016). Secondly, the writer brings out views basing on the confirmed practices of the discussed strategy. As such the article is dependable in that it can be applied by organizations that wish to develop their business faster and in a good manner (Thieme, 2017). Thirdly, the hustle strategy enables business companies to act at the right and in the right manner so that they can achieve their goals in time. According to the long-term strategists, not all companies are dependent on the emergent strategy since many companies came into existence before the hustle strategy was developed. Thus, most of the companies apply either the competitive strategy or they combine it with the hustle strategy, making it

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difficult to find a company that applies the emergent strategy alone (Ghosh, 2018). Another weakness of the hustle article is that the manager of the organization makes all the decisions and the other staff members only have to implement it by performing the assigned tasks.