

Swot analysis: shri magha chakra enterprise



**ASSIGN
BUSTER**

Two questions commencing this assignment will be done by me. First question is event management and second question was SWOT Analysis. The first question based on how, to establish an event management and organization structure. Making a career in event management is a good choice. Event organization involves studying the workings of brand, identifying the aim audience, and coordinating the technological aspects before really the target modalities of the planned event. Next, from second question is more understanding about SWOT Analysis and how to use it. Based on SWOT Analysis I will questionnaires a local business proprietor. These are four elements in SWOT Analysis that I will use when interview a local business proprietor. Following are the elements of S (Strengths), W (Weakness), O (Opportunities), and T (Threats). This all kind of information's will help soon to interview a local business administrator.

; ASSUMING THAT YOU WANT TO ESTABLISH AN EVENT MANAGEMENT COMPANY. IDENTIFY THE FORM OF ORGANISATION STRUCTURE. THAT YOU WOULD APPLY FOR YOUR NEW COMPANY AND JUSTIFY YOUR ANSWER.

For many years event management have been an important task for so many people

around the world. A proper planning and time is required to accomplish an event

without any fuss. Here briefly I would like to explain about an event we are going to

have on opening of my company. The name I choose for my company's name is Sri

Magha Chakra Enterprise. To accomplish this much task a whole group of professional

person is needed to make it happen. Our main aim is to give the best and fast service

with the slogan 'customer is our friends' and we give our customer the first priority.

We are now on aim to develop our business around the globe. It's not an easy task

but if we can plan everything in a right way for sure we can make it in around 3

year's of time. As now there are so many companies that is offering the same services

like us but we are now in a healthy battle against them to capture domestic trade. So

far we have reached out to Singapore where our customer's there really trust on our

sales and services. We have achieved 99% target' and achieved RM 10000.00 sales.

MAIN BODY

2. 0 SHRI MAGHA CHAKRA ENTERPRISE

At Sri Magha Chakra Enterprise we promise to deliver an event that is out of this

world that our customer will remember long after it ends. We can assemble several

services as you require on moment in time and in your financial statement.

We are

unique and so is our event, and we believe in bringing the high standards and

exceptional customer service. Our commitment to on going professional development to

convey you clean fresh thoughts as healthy keep protection as well as law creation issue

a main concern. Even though it's challenging world out there, we are keen to show to

our customer that we are the best. And our customer's have been much support and

help in our daily business. And some of our agreement customer which we supply them

good's are happy with the service that we provide. And we are happy for them. And

in near future we are hoping to indulge our self into technology and telecommunication

sector to widen our business. As time fly we are for sure will depend on the gadget's

and technology that can help improve our daily life style. And for starting we are

planning to market our new and latest mobile phone on the market. The discussion is

still on so hopefully it can give us a new era of providing services to our customer.

2. 1 SHRI MAAGHA CHAKRA ENTERPRISE CHART

SHRI MAGHA CHAKRA

ENTERPRISE

OFFICIAL

PROMOTION pppPROMOTIONPROMOTION

MERCHANDISING

EQUIPMENT

VENUE

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HOSPITALITY

PROGRAM

(a) Director

An single or passion with the purpose of directing one of alliance of people who direct the dealings of a trade or else a person who is in accuse of the manufacturing event. As a director of ShriMagha Chakra Enterprise has most important job for the management, extension, planning, completing as well as also grasp up category of events. Event captivating position at an exact location else may obtain place on-line or might be a mixture of in cooperation. For example, as a director of ShriMagha Chakra Enterprise, has tactical for identify along with expanding events to support and expand in present area denote by member and in unique market too. Such as, winning release on the purposes of this position has a director crash on the act plus skill to bring on additional scheduled and prepared goals. Moreover, be supposed to be supposing to increase skill in management and agenda organization as well as exact managerial aspect and completion of an event.

(b) MERCHANDISING

As our company is newly opened we have to have professional personal in this

group. As our company needs a lot of things in order to make our customer satisfy

and to give them a quality merchandise, we had to go around the globe to find one

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and give them the finest and the best. So mistake cannot be done here cause it will

affect the profit of the company and bring loss to us. Both the personal appointed

is responsible for in door and out door merchandising. In house products such as

pen paper, stationery is needed by the staff for daily purpose so everything must

have record to ensure smooth usage of thing's in house. And for out door thing's

the same method applies. Purchasing is important as it will create income and must

be done by expert. As for our event our expert had brief all about the things that

needed for the event.

(c)PROGRAM

Event that my company is organizing is to promote and as well as to indulge our

staff to customer in a open way. Most of the staff here is new so they need fresh

training. This occasion will self-control a extremely high-quality method for them to

cooperate with the consumer and know their needs. As our company needs a clear

scope of what we are doing its better for us to highlight our customer with what

we are offering. Most of the customer would look forward for promotion and event

that can brief them with information on what they seek. As this the first time we

are going to have this event, it would be grand in welcoming our customer's.

(d) HOSPITALITY

This is very important for our company reputation. This itself will determine on how

the customer will support us. We have trained our staff to guide and make sure all

the customer's, VIP's, and official goes home with a smiling face. So far we have

estimated about 700 customer's at that day so we are preparing beverages and

simple Indian and Chinese delicacy for our customer. We have given the tender to

Najib catering services to take care of that. They are to provide us with 2 types of

drink's and 5 types of food and 2 type of fruit's. And we are giving away free balloon's and ice cream's to small children's. All our staff have gone through 2

week's of intense training for this event. They are taught on product and services

randomly and given different task to ensure our customer don't get a ' NO', ' I

DON" T KNOW', or ' SORRY' as an answers. Detail's of each product will be given

perfectly to customer so that they will have clear picture of the product and the

price. We are also providing the disable person with necessary location and seating's

for them to see through out the event. Our main event will be a show boost for all.

(e) VENUE

We are having this event in the closed auditorium in Chinese town hall in Farquhar street in Penang. We choose this location because of its strategic location in the town. Time is at 8am till 10pm. Its to ensure that our customer had the time to make it after they finish their work. And we are doing it on Sunday cause most of the family would like to go out on this day so we give them a choice of place to visit. And we can be sure that they will have a good day when they visit our event of the day.

(f) EQUIPMENT

This event need a good boost so we have to go down to customer and for that we

will need all the speaker's and microphone's. We are renting the paraphernalia from

a company that can provide us with all necessary with a cheaper price. As the

event is done in a auditorium we will need a lot of booth for us to setup activities

in each different way. A deco company had agree to the tender given to decorate

the auditorium in a proper and pleasant way. Chair's table's cooler and fan were to

put up inside the hall to ensure coolness at all time.

(g) PROMOTION

Heavy work load is on the way for us to ensure this event goes smoothly. As preparation for the event a small meeting was held and all the task has been divided

equally so that each one of the staff knows what to do in time of the event.

And

for that we have to start promote our event in every way possible. As far as we

done we have advertise in Star Sun Metro newspapers. All the ad begins 3 weeks

before the date of the event. And each day the paper's will publish in second page

of their section. We also have distribute flyer to resident's and passer by who walk

at our store. A total of 400 flyer's have been given so far. Banner had been put on

roadside to let our customer know what's happening in the coming weeks.

And we

are also giving away free gift's to our first 100 customer and 50 mystery gift's to

the lucky customer who participate in our lucky draw. All the prizes will be given

We will teach our customer on how to take care of their thing's, how to repair them and we will have a short briefing of environment safety to them to ensure

they are given a good examples of what happening around the globe.

(h) OFFICIAL

As we are having this with the opening of our store is done by Datuk Khir Rustam

the honorable judge it's a must for us to ensure that all the VIP is well entertain.

And most of the official comes from government sector so we must make sure that

everything is done smoothly by arranging perfect sitting place for them and guide

them with our promotional event. We must make sure there is people around the

main entrance to welcome them. This has to carefully handled due to customer's and

the VIP's is using the same entrance.

CLOSING

As event management company we like to improve our event management company to international trade. ShriMagha Chakra do the greatest to distribute an remarkable occasion that determination leaves our visitors with unforgettable moment and our consumers with winning measures in future. Additionally, we make available, in addition to the ability to activate in Malaysia plus in many other countries. Furthermore, an event companies we consider that a long-term feeling is what public keep in mind the most in addition to the best ever. We consider in provided that superiority and resourceful services as soon as it comes to our customers. In arrange to maintain up by way of a more and more competitive market, we supply an wide-ranging variety of services to convince.

Question 2

Interview a small local business proprietor in your area. Briefly identify the nature of the business and come up with a SWOT Analysis for the business. Attach the interview questionnaires with the report.

Nowadays as branch of my assignment I am going to interview Mr. Raja who runs a restaurant in Cheras. He had been active in this business for the past decade and he has a strong character with his customer. Almost 70% of his customer's are regular. And they say will come back for more. He had started the business back in the early 1980's, with the little saving's he had. He struggled a lot to get a suitable place at first.

He was first marked in Jalan Kajang by the road side in a pick up van. He stored everything in there. From gas to table's and chair' . He have to cause

each night he with the help from his brother would come there and open their business at 6pm. His brother would help him with the table's and chair's and serving and taking order from the customer per normal day he would do business and profit him at RM 200. And for the holiday season the profit would reach RM 500 he said.

As for the thing's he said to get it cheap from a friend. Same business day's for 3 years until one day one his friend told him that a shop is on sale. The location was at company and business sector area. So after thinking and getting opinion from his mother, he applied for a bank loan. Within a month the bank approved his loan and he bought the shop. He did small repair's to the shop and put all his business thing's inside. And he purchased extra tables and chair's to the shop. This time as he was married, his wife, brother and mum helped him with the business. It took 4 month's to have a smooth business as old customer knew of his new shop. He said the busy time would be around 11am till 2pm then again from 6pm till midnight. Usually it would be crowded with customer during live football telecast. And the profit now he's gaining is 5 times more than old times. After 1 year of struggle he now have 4 foreign worker's to assist him in the shop. And sometimes his mother or wife would come and help.

3. 0 WHAT IS SWOT ANAYLSIS

SWOT ANALYSIS is a tool for auditing an organization and it's environment. It is the first stage of planning and helps marketer to focus on key issues. It's a scan of

the internal and external background is an imperative fraction of the deliberate arrangement procedure. Environment factors period to the compact typically be able to classified because (S)strength, or weakness(W) and those exterior to the compact be capable of being confidential as opening (O) or the threats (T). Such an examination of the planned atmosphere is referred to a SWOT ANALYSIS.

The swot provide in sequence to is supportive in similar the compact income and capability to the practical atmosphere in which it operate. As such it is instrumental in tactic formulation and collection. The following illustration show a swot analysis fits into situation scan. In any business it is imperative that the business be it's own worst critic. a swot analysis forces an objectives analysis of a company's position via its competitors and the marketplace.

3. 1 WHY USE SWOT ANALYSIS

The complete end of responsibility a SWOT Analysis is to assist you recognize the majority valuable target and strategy to follow right now base on your present circumstances, plus to recognize strategies so as to will help you get ready for the prospect. In any business,

analysis forces a purpose investigation of a company's location via its participant and the

marketplace. SWOT Analysis is an extremely capable way of recognize your Strengths and Weaknesses plus of exploratory the Opportunities and Threats you face. Carrying out an analysis by the SWOT structure determination assist you to focus your behavior keen on areas where you are physically powerful, and where the greatest opportunities recline. Your activities into

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areas wherever you are robust, along with where the maximum plus of investigative the Opportunities and Threats you features. Based on these SWOT Analysis had questionnaires a small local business owner Mr. Raja who is the owner of Banana Leaf Food Restaurant (Teenchoices, 2010)

3. 2 ELEMENT OF SWOT ANAYLSIS

i) STRENGTH

For the main one we need Specialist marketing expertise who can run a business wisely. a new innovated product or services is required in good location of business. A patent with a strong brand name that will create good name for the company and build reputation among customer. Quality processes and procedures is a must to ensure smooth flow exclusively access to high grade natural resources. Its an ability and resource to versatility to adapt to an ever changing environment with ability to maintain a continuing growth in the market that can be penetrate or created with a new one. Its main aim to obtain the resources needed with a quality and up to date of the employed resources with allocation to be distributed effectively and efficiently.

ii) WEAKNESSES

It always comes in when you do something. It got few reason's why this happens Most common one is lack of marketing expertise in managerial section which can cause a company to flop. This also can cause in slow deliveries or shortage of resources. This could go down to finding resources that have no quality. This itself will create a bad reputation with the customer's. Not only that but this also will create the name of the product or services a bad name. In some belongings, a weakness might exist the toss <https://assignbuster.com/swot-analysis-shri-magha-chakra-enterprise/>

area of a force. Take the box in which a rigid have a great amount of developed ability. While this ability might be careful a strength so as to competitor achieve not go halves, it as well might be consider a weak point if the huge venture in industrialized capability prevent the solid beginning react

speedily to adjust in the planned situation.

iii) OPPORTUNITIES

This can be defined with increase trade barriers, new regulation and to develop a formula which will define that comes with an orbits of opportunity to maintain a marketing warfare and attacking the weak leader's then to lose to them. Its also a collaboration that a complementary strength can be used to establish a

strategic alliance with your competitor. Removal of trade barriers could do good too. It can also be with a collaboration that can be used at your complementary strength to establish a strategic alliance with your competitor.

iv) THREATS

Threats rise from external problems like political, economics, social technology (PEST), technology development may make opportunity obsolete. Changes in market caused by changes in customer need's.

BANANALEAF FOOD RESTAURANT

STRENGTHS

What's your strongest business assets?

What makes your restaurant stand out from your challengers?

Does your restaurant have skilled employees?

Does your restaurant strong brands?

Weakness

What do your customers grumble about?

Is the promotion effective?

Is the restaurant able to attract talent?

Do employees have faith in management?

Do employees need for your restaurant?

Opportunity

Is your restaurant advanced in expertise?

Is our restaurant entering new market?

Do you have gone to any bank's regarding loans to upgrade the business?

How do you grow the business?

What favorable situation are you facing?

Threats

What obstacles do you faced?

What is your struggle doing?

If within 5kilometer got star buck will lessen your restaurant?

Do you face any environmental effects?

It's that your restaurant in a advertise level?

QUESTIONNAIRES

CLOSING

From these questionnaires Mr. Raja run his restaurant business based on SWOT Analysis. In the little phrase, we possibly will want to crucial point on one or two quadrants to obtain advantage of several conditions that we presently in front of. In apply the SWOT Analysis it is needed to cut or keep away from both weaknesses and threats. Weaknesses are supposed to be look at in organize to change them keen on strengths. Similarly, threats are supposed to be converted into opportunities. Lastly, strengths and opportunities ought to be matched to raise the possible of a firm. Over the long term, we are actual to contain goals from every of the four quadrants for steadiness. Apply successful tactics address four basics of the surroundings within which the business function.

4. 0CONCLUSION

Only agree to accurate, demonstrable declaration price benefit of us\$10/ton in sourcing rare textile x to a certain extent than high-quality price for cash. Ruthlessly long listing of characteristic and prioritize them, so that you expend your moment opinion regarding the mainly momentous factor. And also must be sure that selection generated are agreed out through to in a while stages in the strategy structure procedure. Apply it at the exact period.

For example you force to be relevant swot analysis at produce or creation line level, rather than at the to a great extent vaguer entire company point. And always use it in combination by the additional plan gear so you be able to get a inclusive image of the state you're production with.