

# Robin hood



**ASSIGN  
BUSTER**

In the Robin Hood case, we can easily apply the principles of a business organization. Robin was the CEO of the Merryman. He made all important decisions and a few lieutenants serve in roles that have been delegated such as information gathering, discipline, finances and provisioning. These make up the top management in the organization. There are several issues Robin Hood needs to consider. First, Robin Hood needs to make sure his own personal grievances against the Sheriff do not cloud his vision and what is in the best interest of his Merryman as a group.

Second, take a broad look at the overall organizational structure by conducting an environmental scan, a strengths, weaknesses, opportunities, and threats analysis and/or using a variety of organizational assessments. A SWOT analysis will help determine some strategic alternatives and how the band can attempt to fulfill its mission and achieve its goals. Robin Hood can use the SWOT analysis to identify where he is strong and vulnerable, where he should defend and attack by scanning both internal and external environments. The two main threats facing Robin Hood are the intensive threat of competitive rivals and threats to suppliers.

Prince John and the Sheriff are Robin's main rivals and pose a definite threat to his operation. They are in direct competition with each other, and their actions have to constantly be monitored. They pose a high level threat, because of the threat of an attack, taxations to the residents of the forest, and their persistent efforts to capture Robin Hood and his Merryman. Suppliers are a high level threat, because at any point those who support Robin Hood could be captured by Prince John and the Sheriff, thus cutting off supplies.

Also, the bargaining power of suppliers is high simply because of the business Robin is involved in. His business is illegal and therefore a high level threat to anyone who supplies to him. The Merryman need to build off the strengths it has. Manpower is the largest resource any group can have, but the quality of the manpower is an area of concern. Implementation of the original recruitment process or an advanced recruitment process is the first necessary fix. Just letting anyone be a participant of the group has been the source to several of the issues plaguing the Merryman.

Candidates should have a particular set of skills to allow entry. Discipline has been identified as another issue. This can be eliminated through the better screening process and better training. For this all to work, there must be a better management system put in place. Five to six managers is not enough for a group of this size. Since the largest internal issues facing the group have stemmed from its size, identify the candidates who can help manage the discipline, resources, provisions and intelligence gathering.