

Analyzing a

Technology, Information Technology



Computer Sciences and Information Technology Computer Sciences and Information Technology Introduction The MM is an IT company that and deals with the installation of new products such as the green meters. The company is marketing its product to the customers. The green meters are beneficial to customers in that they help manage power consumption. The green project is doing well and has raised the financial status of the company. The company CEO, Smith has faith in his Project Manager, Werner for He has been successful implementing other projects for the company.

Discussions

SWOT analysis is a tool used within companies to help them know their progress. SWOT stands for strength, weaknesses, opportunities, and threat. Most companies use this before they implement a new project. This helps them understand the requirements even as they conduct market research. Strengths and weaknesses are internal factors while opportunities and threats are external.

The case study is about the green project implementation. This project is subjected to SWOT Analysis and has is strength, weaknesses, opportunities and threats.

Strengths

The MM Company has a good financial record since the introduction of green meters. This is evident that the product will do well if introduced to customers. The other strength of the project is that it was popular in the company. It is therefore, easier for the marketing team to convince the customers. In addition, the implementation of the project has executive support. Smith promises full support of the project, and this makes it easier

to implement the project. The green project is the first one to be implemented in the market, and therefore, no competition. The company will have a competitive advantage because it will dominate the market.

Weaknesses

The project needs an outside-in approach. The manufacturing department cannot work alone. There has to be integration of all departments. For instance Werner argues that the company has been operating on separate systems for each of its silos. But this project will go against the culture and processes of the company. The project will have to integrate with IT's information Management Renewal project. Working with different departments in the company poses a huge political challenge (Kim, 2010). Another weakness is resources. Werner argues that MM has people but they are not able to work within the promised time. Lack of human capital will make the company incur costs of employing others who have technical skills. Delay is also another weakness whereby the project fails to meet a deadline. This will mean to put pressure on the working team.

Opportunity

The company is published in the newsletter for its new project and this will help in selling their products. The company is the first to introduce the project hence, will dominate the market.

Threats

The project being the first in the market there is uncertainty of the market. The company has no grounds for comparison in order to know whether the performance of the product.

The current situation is that the project is stuck, and there is corporate

politics. The project is at a standstill and Werner is in a great problem.

Strategies have to be implemented to ensure the success of the project. New advertisement strategies need to be employed. Since the Green project is popular in the company and the product is new in the market, then the advertisement strategies will increase the popularity. The company also needs to use the resourcing strategy.

The company should ensure that this product is unique, to overcome the threat of competition. The company also needs to empower the workers with more technical skills for to produce the best product that can endure competition.

The company's is currently facing problems, and the project may not be implemented if it does not get support from other departments.

The company can be perceived as one that has poor communication within. The complaints made over the phone, and the political challenges in the company tell it all.

The strategies are developed to ensure the success of the project. The executive is so committed and supports the IT team. There is a committee, so committed to see the project being implemented. Right people are brought together, and decision making process is quite impressive. A team of business analysts is employed to work on the business processes needed which make work easier for the implementing team.

The green project is facilitated by the executive, board, the IT technicians and the Green steering committee.

The green project is faced with problems. Such barriers to success include corporate politics, poor communication within the company and poor

planning. Werner needs to look at the matters of communication in the company. He also needs to solve Linda's case with the Human Resource Manager. He needs to solve matters with Tompkins for him to support the Green project and implement it smoothly. Werner had promise to talk to Samba who can help in the business. He needs to talk to him right away if the Project has to continue.

NAME of the CASE

1. Introduction:

2. SWOT Analysis: this is a tool used by auditors to monitor implementation and progress of the company. It means strengths, weaknesses, opportunities and threats

At CASE NAME: Green project

Strength

Weakness

1. The project is popular inside the company and has executive support

1. Political challenge within the company.

Opportunity

Threat

1. Competitive advantage. No other such products in the market.

1. Market uncertainty

Action SWOT: how to react to the SWOT analysis by implementing different strategies.

Strength

Weakness

Opportunity

S-O strategies:

New advertisement strategies

W-O strategies:

Resourcing strategy

Threat

S-T strategies:

Product uniqueness

W-T strategies

Empower workers with technical skills.

3. Current Situation: the project is faced with problems and if there is no support from the various departments, the implementation may not be successful.

4. Perception of COMPANY NAME: by reading about the company, it is clear that there is poor communication and lack of support from various departments.

5. Strategic Issues: the executive is committed to the implementation process.

The green project steering committee is working hard to see success of the project. Decision making process is made easier by bringing the right people together. There is also the business analysts employed to work on the business processes.

6. Discussion Questions:

The questions are listed in the end of the case study.

1. The facilitators of the project are the executive, board, steering committee

and IT team.

2. The barriers include, poor planning, communication and corporate politics

3. Werner need to attend to issues like solving Linda's case with the HR manager, work on improving communication within the company, and talk to Tompkins to see to it that he supports the project.

References

Kim, T.-h. (2010). *Advances in Computer Science and Information Technology*. New York: Springer.