

Research paper on situational analysis of the organization

[Business](#), [Marketing](#)



The task taken by the Riordan Manufacturing organization in responding to needs of global marketplace includes building a shared vision and also develops human resources. A clear vision of the company is shared by every employee, who gives direction and meaning to every manager. The process of employing, selecting and, managing human resources helps build vision and values. Global marketing process would not function on the complex organization without planning and controlling. The planning and controlling may lead to conflicts. Nevertheless, it may promote the understanding of the firm about world market, effective strategic development and also its successful implementation with excellent strategic results. (Thomas, M. 2001)

There are different types of Porter five forces in Riordan Manufacturing. They include threats of entrance of new competitors into the market. The market that is profitable yields high returns which attracts new firms. The mainly attractive segment is the one where barriers entrance are high than exit. Factors that causes this includes, government policies, brand equity and capital requirement among others. Another force is intensities of competitive rivalries. Riordan Manufacturing bases dimensions like prices, innovation and quality which attract customers than other organizations. It produces high level when advertising its products and also it is a powerful competitor to other organizations. The third force is threat of substitute services and products. The exisRiordan manufacturing Company is a manufacturer of global plastics that employs five hundred and fifty people. Riordan manufacturing industries is wholly owned subsidiary that earns more than one billion dollars. The company's headquarter is in San Jose, California. It

has facilities all over the world. Its mission is to ensure that it is the only industrial business leader that manufactures plastics and also due to its expansion, it provides the solutions to already existing customer base.

The Riordan Manufacturing Company may achieve this by innovating and leveraging technology to maintain and also achieve profitably. The Organization and employees are managed by Riordan Manufacturing through a process known as Six-Stigma. Initially, the objective of Six-Stigma is by streamlining the operations and perfects its processes. It also eliminates defects in producing a product or a service. Riordan has completed a great job in managing its perceptions of the company and public relations.

Through Riordan Manufacturing Company, many schools use its facilities management studies. Riordan Manufacturing needs to be suspicious of public perceptions. In addition, the perception of potential employees and graduates in bringing together new talents need to increase the capabilities of the company to grow. Roth Global Plastics which is a major competitor of Riordan Manufacturing purchased the Fralo Plastech Manufacturing in 2007. This was an overwhelming move for Roth, because it possessed the largest blow-mold machine worldwide. Riordan Manufacturing continues to be a head in regards in developing technology. In the next ten years, it will mostly likely to renovate its infrastructure. This will be done in a cost-effective manner (Tavangaran, A. 2010)

According to Thanh Le, Riordan Manufacturing has faced challenges which have led to decline in sales and also uneven profits. The motivation of employees has contributed to the set back of the company. The company

should revise existing reward system. This may require the organizational strategic factors like, recognizing values of teamwork and incentives. Riordan Manufacturing should restructure reward system which is based on performance, instead of increasing cost- of -living and positions of employees. It needs to consider possible issues to ensure that best decisions are developed with regards to the employees, company and workplace. The employees, who are dissatisfied and also decline in sales, push Riordan Manufacturing to evaluate and strategize the company for it to retain employees in order to grow and recover market share. Another challenge facing Riordan Manufacturing is lack of agreement on primary issues. Every senior management feels that they know how to solve problems which employees face. Hence products of Riordan Manufacturing increase the tendency of customers to switch from other industries to Riordan. Riordan ensures that buyers have rights to bargain the prices of the products. Lastly, the bargaining power is described as inputs of the market by suppliers. Riordan ensures that its suppliers do not charge high prices excessively to the customers.

According to solutionlibrary. com SWOT is the internal weaknesses and strengths of a business company and also the environmental opportunities and the threats facing Riordan Manufacturing Company. Riordan Manufacturing identifies its strengths through cash position. This occurs when it makes profit which maintains high standards. Retail weaknesses are low in areas where the company's demand is growing. The opportunities identified by Riordan include the market for women consumers, sports

extreme market and government spending on programs of physical education programs of about 60 billion dollars. Threats may be low-cost imported from Asia bicycles turning into a commodity of mountain bikes segments and also low interest among generations

Conclusion:

Riordan Manufacturing has developed new changes that will enable it achieve its goals. In order for the company to maintain its high standard, employees' needs should be given first priorities before the rest. This will motivate them to work hard so as to ensure that the manufacturing company progresses to high levels. Riordan Manufacturing Company can balance its problems and opportunities through implementation of Six Sigma approach for it to remain a successful company.