

Management and alison barnard

[Business](#), [Management](#)



When Bernard Isn't at her flagship store helping women find their perfect fit, she's down the street at Twilight, her newest store, opened in March 2006 and specializes in both formal and casual dresses. The analysis of scalability of that business guided to the discussion of challenges and limitations. The first challenge that Alison faces is the maintenance of the store. The limitations that she faces was lack of appropriate employees, opportunity for growth and lack of timing to upgrade her managing skills.

It will make her business regress to be slow and loss of customers by unable to find the right jeans. Alison has made a mistake by signing the lease prior to have the profit without analyze the outcome. In my opinion, Alison loosed her trust with the fact that she actually can earn the money to invest in her business. What she worried about was, someone else will steal her ideas if she wastes a lot of time by thinking the outcome and took the risk. The implications on growth lie within finding personnel that fit Liaison's requirements and finding a management strategy that would make the business more scalable.

In my opinion, the right marketing strategy and making the store more independent are key success factors for "In.]mean. Souse". By making a good business strategy can help her to find a good financial, highly experience workers and strategic location which can help her to open her business extensively. Besides that, Alison should focus on how to make her store more or less independent from her. She needs to be focusing on her management strategy, her financing and the opportunity for growth. In my opinion, the type of her business she as needs an everyday conservation and doing actions without thinking.

In my opinion, Alison should be more aware on her business whereby applying the 'red hat' in Edward De Boon's theories. This will help her to prevent her shops Item from being stolen by thief. Besides that, Alison needs to be balance In her Information gathering, decision making and lifestyle from the theories of Myers Briggs. By balancing four psychological preferences, she will be able to make a good decision, gather more information before starting her business, and catch up with he latest trends for her clothing.

Management and Alison Bernard By Statesmanlike The entrepreneur in the case study was Alison Bernard. She is very interested in Bernard started her stores, 26 years old, which is located in Boston's newest neighborhood, the North End, with more than 30 brands of Jeans in order to accommodate many body look of her customers. When Bernard isn't at her flagship newest store, opened in March 2006 and specializes in both formal and casual and limitations. The first challenge that Alison faces is the maintenance of the store.

The limitations that she faces was lack of appropriate employees, opportunity for progress to be slow and loss of customers by unable to find the right Jeans. Alison independent are key success factors for " In.]mean. Souse" 'red hat' in Edward De Boon's theories. This will help her to prevent her shops item from being stolen by thief. Besides that, Alison needs to be balance in her information gathering, decision making and lifestyle from the theories of Myers decision.