

# Bid strategy analysis research papers examples

[Business](#), [Company](#)



## **Intro**

Strategic well being and effectiveness are some of the essential for the sake of an organization as it is the method that used by the companies to enhance their productivity. Future planning is more than essential for an organization for the economic and strategic growth of an entity (Dringoli, 2011). The main theme of this paper revolves around the first assignment completed. It is required to have a bid strategy on the current scenario of the plan in particular of the same company that has been taken into account in the first assignment. The assignment has been divided into different sections like intro, main body analysis and conclusion.

## **Analysis**

There are four different sections that will be taken into consideration in this assignment, and all of these four sections will be dependable on the same company which was Maggie Mix Bakery.

### **- Creating the Future Plan**

Future aspects are very important for the sake of an organization, and it is equally beneficial for Maggie Mix Bakery (Harrigan & Harrigan, 2003). The current action plan has been written in an effective manner; however there are certain aspects that were not defined accordingly, and in an effective and organized manner. From the current action plan, it is found that the company will accumulate sufficient amount of capital for their future concerned, which will help them to keep up the procurement at a high level, along with maintaining the products of the company accordingly. For the future consequences, the company has to accumulate sufficient funds from

different aspects. It could be done with the help of bank loan or with the help of issuing the shares in the markets. This future planning would certainly become consistent with the federal procurement opportunity for the company, and will also enables the company to attain its objective or mission in a best possible manner.

- Creating a Bid Decision
- Bid Strategy on the Competitive Edge

Customers are the end users of a product because they are the one who pay the highest amount of money for the products or services of a company (Mennen, 2010). An organization cannot sustain for a long span of time without effective and timely consumers in it. In this part, it is required to evaluate the bid strategy of the company on the basis of five different customer key evaluation requirements (CKER). The results of the strategies are as follows

- Risk

### **The three risks that associated with the bid strategy are as follows**

- Unavailability of manpower
- High competition
- High bargaining power of consumers

All of these risks would not be effective for the company in terms of bid strategy, however through these three opportunities the company will overcome on these challenges

- Employment level increases in the United States
- Customer Focus and Pricing Strategy of the Bakery is effective and powerful

- Customer Loyalty is increasing

Conclusion

## **References**

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