

Angie's list company

Business



Angie's List Company Effectiveness of Strategy & Execution Angie's List, Inc. is a renowned review collecting company based in Indianapolis. For the company to acquire the exemplary rank bestowed to it, it must have executed its strategies in an effective routine. Angie's List Company commenced with few centers from which it carried out its activities. However, it has continually increased the number of infrastructural developments. For instance, it intends to establish more centers from which it can offer its services. The company has established a system that aims at offering reliable services to the member companies as well as consumers. For instance, it uses an F-grading-system that is monitored through improved technology ("Angies List Unveils Naughty & Nice List - Newsroom" pr. 10). Human review is used to certify clarity and genuineness of the reviews posted by the consumers. Utmost local companies rely on the company's excellent review service.

2. Fit with Competencies & 'Culture'

Angie's List, Inc offers services in approximately 200 cities in the United States. The company offers satisfactory services to numerous small businesses. This implies that most companies and consumers appreciate the competence in service and technological reliability of Angie's List Company ("Angies List Reports First Quarter 2014 Results (: ANGI)." Pr. 6). It has a culture of inaugurating locally based affiliations. Local respondents insist that the company has assumed and partaken as one among the most reliable legal advisors. Most importantly, the founders and employees believe in sustained innovation with an objective of ascertaining better services.

3. Likelihood of Success or Failure

Success and failure are feasible experiences that any business can undergo.

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Angie's List Company may have suffered from insignificant losses when it commenced operations. However, the company has gathered an admirable pace in development over the past few years. First, it intends to invest more on infrastructure and technology ("Angies List Loss Widens - Newsroom" p. 4). The company has a tendency of improving the quality of services through the adoption of new and reliable technology. In addition, increased infrastructural units will effectively harbor the 500 employees that the company intends to hire. Ideally, the company's reputable status in customer review service is deemed to remain sustained in the long-run.

Works Cited

"Angies List Loss Widens - Newsroom." Inside INdiana Business with Gerry Dick. N. p., 27 Apr. 2012. Web. 27 July 2014.

"Angies List Reports First Quarter 2014 Results (: ANGI)." Angies List - Investor Relations. N. p., 23 Apr. 2014. Web. 27 July 2014.

"Angies List Unveils Naughty & Nice List - Newsroom." Inside INdiana Business with Gerry Dick. N. p., 12 Aug. 2011. Web. 27 July 2014.