

Good example of organizational structure critical thinking

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



Organizational structure is one of the factors that influence the performance of any given organization. In addition to other factors, implementation of strategies largely depends on the structure of an organization. The way an organization is structured determines whether or not the strategy to be implemented, in reaction to a threatening environment, would work effectively. A threatening environment may necessitate a change of organizational domain in various ways. For instance, a change in environment may force an organization to change its culture, and in this case, this may require an alteration of its structure because of the need to change the way things are done within the particular organization.

The Body Shop International PLC, one of the largest cosmetic franchises located in England, is a good example of organizations that have changed their organizational structure in response to threatening environment. In response to increasing competition, L’Oreal acquired The Body Shop International as a way of enhancing its internationalization strategy.

The company was forced to change its organizational structure to fit in the new management arrangement. It was forced to change manner in which it was managed. Particularly, in addition to changing the roles of managers at all levels, the company introduced the position of a marketing manager to spearhead marketing the products of the company in new markets. This meant that the company had to do away with part of its organizational culture and adopt a new culture that would allow it function effectively in the new environment. Since, the acquisition, the company has ventured into various countries globally, which has contributed to its rapid growth within the global market, despite the ever increasing market competition.