

Strategic issues and problems case studies examples

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



Tulip Cycling is a small bicycle and rental touring company that has embraced the use of the internet for marketing its services. The internet is an effective way of reaching visitors from abroad, particularly those from the United States. However, the effectiveness of the internet as a medium of marketing greatly depends on the efficiency of the company's web site.

Analysis and Evaluation

The company's web site was developed in the year 2000. Adrian Blok, the owner of the company, employed the help of local professionals to create the web site. He used his knowledge, experience and enthusiasm of the cycling field to provide vital information necessary in the developing of the web site. As a marketing strategy, the setting up of the company's web site has proven to be relatively cost saving. This is because operating the web site is relatively cheaper than physically going to the United States. There is need to continue improving on the operation of the company's web site to increase accessibility and reliability.

Alternatives

The first option would be to improve the quality of the company's current web site. This would require working closely with professional web designer in Netherlands to ensure the reliability and security of the web site. The web site should deliver information about the company's services in an effective manner. This will help attract potential clientele. Consequently, the company's customer base will be expanded. However, this alternative relies heavily on the continued existence of a good relationship between the two parties.

The second alternative is to create a new website. This would require approaching web design companies that are specialized in developing web sites for small companies. Such companies will have to relate to the online marketing needs of the company. This will require innovativeness in order to attract new customers and retain existing ones. The new web site can considerably boost the growth prospects of the company by attracting a wide base of potential clientele. However, the development of a new web site for the company is relatively more expensive than developing the existing one.

Plan of action

The company intends to develop a new website. It will use the internet to identify and evaluate some of the most reputable companies known for providing web design solutions for small companies such as Tulip Cycling. Appointments will be scheduled between the management team of the company and the representatives of the shortlisted web design companies. These meetings will be scheduled to happen within a period of two months. After these meetings, a report identifying the criteria used to reach the chosen web design company will be compiled within three weeks. The selected company should be able to create a web site that converts visitors into clientele. Its payment demand will have to fall within the budget of the company. The new and improved company will be advertised in popular sites such as yahoo, face book and twitter to increase the marketability of the company's services.

Works Cited

Nummela, Niina. International Growth of Small and Medium Enterprises. New York: Routledge, 2011. Print.