

Free essay on the products manufactured by gap inc

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1. Chart of the organizations' domain

This entails the environmental entities that an organization interacts with.

Despite the fact that the domain may be large it is paramount for an organization to concentrate on the most significance ones'.

Gap. The brands her includes-: gapkids, gap, gapmaternity, gapbody, and babygaps. The main customers here are young children.

Banana republic. The products include-: handbags, apparel, jewelry, eyewear and fragrance. The core customers are men and women.

Old navy. The products here are-: accessories and modern clothing. The customers ranges from the newly born to adults.

Piperlime. This is an online boutique. The main customers are women.

Athleta. The main items here are training gears for the women hence are the main customers.

The company should concentrate producing unique products especially in Europe and the United States where its market is diminishing due to low demand on the products. This is as a result of the competing companies coming up with better products. The company should also extend its market base to realize more sales and to increase demand. Thus the organization should deal competition from companies that produce brands that the customers pit theirs for those of their competitors.

2. Effect of forces on complexity, dynamism and richness of the environment

An organization is in a position to divert from its' main stream business to upcoming products and thus guide the change in the environment for its'

competitors. By doing so it is able to curve a new niche of customers. This also facilitates market monopoly and in return lock out its main competitors. The organization can also invest in the media to influence and lure more customers in the event of its customer base reducing.

3. Chart on interorganization linkages

The organization is right in choosing this form of interorganization linkage. The reason being that-: they share the available resources and minimize the risks that may arise in R and D and marketing. Thus this is the best linkage.

4. The organization is far much right in deciding to collude with other organizations third party to it. This is because-: it is going to be in a position to coordinate activities of the organization together r as a group, raise the organizations' richness and stability environment and lower uncertainty. Thus the company is right.

5. Conclusion

The competitors going into collusions and mergers as a result of-: changing trends in the markets such as technology and policies of the government, and as a result of monopolies not experiencing any competition. This thus gives the organization an edge of other organizations as they take over from them due to inadequacies in adapting the market trends.

The managers should learn individual transactions of resources in order for them to effectively manage the resources. They should target mechanism of linkages that are informal and then use it to point out the problems and

purposes of strategic alliance to decide on the linkage mechanism whether formal or informal.

Work Cited:

Jones, Gareth R. Organizational Theory, Design, and Change. Texas: Prentice Hall, 2009.