

Importance of consultants for a company essay



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1. In order to evaluate the whole potential, it is necessary to know the market size (potential customers willing to pay \$60 and more for the shirt in question), a rival analysis including potential upcoming competitors as well as the marketing expenditures for such as launching and acknowledging of the brand. These are essential if HGS decides to manufacture the shirt itself. However there are options like selling technology, licensing, fabric manufacturing, pirate labeling and some other possible products that might use technology and so forth. consultancy

2. There are two wings for the ongoing debate at HGS: senior executives interested in Plastiwear and its potential and those who aren't interested. Primarily Scott Beckett, VP of oil and gas products division is claiming that such an interest might harm the core competency of HGS, whereas Walter Albright believes that the potential of Plastiwear is prospective and worth chasing for. Therefore, Carl, CEO and president of HGS, asks the strategy consulting team because he requires an outsider perspective to overcome the resolution and to help them sort out the best Plastiwear strategies for HGS going forward. It seems to me that it is a wise and reasonable move because cooperation with the strategy consultants will possibly prevent the misunderstanding and demotivation of the vice presidents.

3. I believe MG Management is already keeping an eye on the patent technologies and as soon as they met and observed Plastiwear technology and the patent holder, HGS, already profitable in the industry they are working, so they called Carl, for an appointment to see if HGS may consider the acquisition.

4. The strategy team is aware that different individuals in HGS have different assumptions about the future of Plastiwear. In order to make sure their advice will be accepted and applied correctly (who can help implement their recommendations) they will begin to grease the skids for their recommendations and figure out who the critical stakeholders in HGS are.

5. Because they may have different point of views or concern much about the upcoming change that will unbalance the current conditions.