

Ntsoc swot analysis research papers example

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



Introduction

SWOT analysis is mainly an analytical framework which is exploited to assess the company's business environment through different dimensional aspects and then enable the company to get a better understanding and make fruitful decision in the best interest of the company. SWOT analysis is the abbreviation of strengths, weakness, opportunities and threats. It indicates the company's loopholes and the current standing of the company under the template of SWOT for discussion and carries out proactive thinking towards the betterment as a whole. The format of SWOT analysis is primarily categorized under two captions which are internal factors (strength and weakness) and external factors (opportunities and threats) which the companies come across either at a particular stage such as within an entity or in area for instance a region or in a country . It provides helpful information that in line with the resources and capabilities of enterprises operate in a competitive environment and therefore an important contribution to the strategic planning process. SWOT analysis usually consist of collection and rendering the information that is based on internal and external factors that certainly reflect impacts over to the development of an organization or enterprise. It usually offers the strengths and weak areas of the organization, and through analysis of its resources and capabilities . Contrary to this, the business environmental analysis is to determine the list of threats and opportunities faces by the business. It is required to conduct SWOT analysis of NTSOC. In the next section, a small description of the topic would be given.

NTSOC: AN OVERVIEW

Nursing and therapy services of Colorado Inc (NTSOC) is basically a non-profit organization which is committed to assisting people with special need by offering number of services to the community. The foundation has a reputable name in the home health care industry. They have been serving the community since 2001, while they are running their operations in Colorado spring and covering the surrounding parts which make their access to 6 cities of Colorado. The entire agenda or mission statement of company is to provide compassionate care that preserves dignity with the clients we serve, while helping achieve the highest degree of recovery, comfort and independence . The foundation is also specialized in providing pediatric care to the individuals with 0-21 age group in both formats. Moreover, the agency is also engaged in running outpatient treatment center for rehabilitation dedicated to catering people of all ages that mainly comprised on latest technologies and instruments. The certified nursing assistant (CNA) program of Nursing and therapy services of Colorado Inc is duly certified by the Colorado nursing association. They ensure to provide sufficient information to the people of Colorado by giving detailed portfolio so that the people can easily compare it with the similar line of agencies and find the difference in terms of qualified and reliable services. They have a vision to get on to the leading position in the home health care industry by giving premium in-house care services (NTSOC, Nursing & Therapy Services of Colorado (NTSOC), 2012).

There are multiple ranges of services that the company is offering through their professional and skilled staff to support certain section of the public,

and is which is generally comprised of over thousand of individual with different age group. The services that the company is dealing with are classified as under:

- Home care services;
- Occupational therapy,
- Speech therapy;
- Certified Nursing assistant;
- Licensed practice cal nursing (LPN);
- Registered nursing (RN);

Analytical Framework

It is required to have the SWOT analysis of the selected organization. SWOT analysis is mainly acronym of Strengths, Weaknesses, Opportunities and Threats.

Strengths

Strength-1

Having a Unique Services

NTSOC is mainly a not for profit organization that is in the business to serve the humanity. The company is providing unique services through different treatments and therapies to the people who are in need for the same necessity or treatment in particular. The company is offering effective services to its clients and with no fees. With the help of this particular strength, the company may compete effectively in the environment.

Strength-2

Proving Free Services

The company is providing free services to its clients because the company is a not for profit organization, while the fees charge by the company from their clients are very minimal and could be afforded by any person easily.

Affordability of the people would increase accordingly in this provision, from which effectiveness could have been provide to the consumers

Strength-3

Numerous Service Providence

There is the number of services in which the company is dealing in an effective manner. The major services in which the company is currently operating are Home Care Services, different types of therapies, including Occupational Therapy and Speech Therapy. Apart from these therapies, there are some other services as well, which is proving by the company and among them, the name of nursing assistance is one of them. The company has effective training station in which the company is providing nursing based training to different nurses in order to increase the stance of social based activities in the country.

Strength-4

Effective and Well Organized Workforce

One of the basic strengths of NTSOC is to provide effective health care services to its major consumers and for that purpose, the company has well organized and systematic workforce as well which are some of the major essentials for the company. The company is doing a fantastic job as far as

managing its workforce is concerned and with the help of such workforce, the company is providing effective health care services and competing with other organizations operating in the same line of business. With the help of organized workforce, the company may enhance their operations perfectly and with efficacy.

Weaknesses

High Cost of Operations

Though the company is not for profit organization, but their own cost of operations is high because the company has high workforce and their expenses are too much to afford.

The company can decreased their cost of operations by applying the Just in Time (JIT) process in particular. Having the operations with cost based efficiency would certainly enable the company to become economically and strategically active.

Weaknesses-1

Gaps in coordination:

There is a huge gap in coordination between employees and management from different aspects such as conveying messages, delegation of duty and decision making authority. The company has to increase the level of coordination accordingly with the help of Management Bi Objective (MBO) approach in which the employees would have been participated in the decision making process accordingly.

Weaknesses-2

Lack of systematic operations:

As like other health care non-profit organizations, NTSOC is also encountered with numerous lacks in driving their operations through systematically.

Likewise, market scanning is not adequate and below the average and are not properly adhere to the code of conducts and standards. NTSOC has enhance the level of their operations from different angles in order to bring efficiency in their current operations in a systematic manner.

Opportunities

Opportunities-1

Demand of NGOs are increasing

In the entire world, the demands of Non-Governmental Organizations (NGOs) are increasing which is creating effectiveness for such companies in particular. NTSOC, is one of those organizations which is providing services to the clients with no price. This particular opportunity could enhance the level of efficacy of this particular organization accordingly and effectively.

Opportunities-2

Nursing Activities are increasing

The activities of nursing are increasing heavily in all over the world, which is creating effectiveness for NTSOC, which is one of the sections from which they train the nurses for different social based activities.

Threats

Threats-1

Competition is increasing

The competition in the NGOs is increasing in all over the world, due to which the stance of foreign direct investment in NTSOC may hamper. The company has to increase the level of efficacy and quality of their services in order to increase the level of competitiveness of the company against their other peer companies.

Government Regulations are Stringent

Government regulations in terms of NGOs are high, but NTSOC can overcome on these challenges accordingly with complying effectively with the government based regulations.

Conclusion

References

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