

Case study

Business



The Carrier Engineering Company Introduction Global warming effects are on the rise as humanity gets rid of the natural scenery to make room for survival and his existence. The result is increasing the heat that makes a room uncomfortable to live in or work from. It also makes ready or raw food expire fast. Therefore, the discovery of air conditioner has benefited humans. The products create a relaxing atmosphere for “ humanity and are also used to preserve other products” (Katy, 2010).

Business Structure

In 1902, Willis should have registered The Carrier Engineering Company as a private company. Thus, allowing other like-minded people to chip in and work together to come up with the products that are relevant to the market. Today, the Company could be converted into a Public Limited Company where the public is allowed to invest in as a way of raising finances and also creating ownership.

Investors

The investors of The Carrier Engineering Company are mainly United Technologies Corporations (UTC), and Toshiba Corporation.

SWOT Analysis

The Carrier Engineering Companys strength lied in the fact that it was a unique product penetrating the market. Beverage companies, Medical laboratories, households all use this product to regulate the temperature of their products or goods. Some products can only be used during hot seasons, and that is a major weakness.

The product is in high demand during hot seasons thus providing an excellent opportunity. Another opportunity exists with companies that use coolers to manufacture or preserve their products. Fluctuation in weather

poses as a major threat especially the cold season. The other threat back then was financial stability and clientele.

Feasibility Study

With the current weather, the product is still much relevant in ensuring a "well-regulated environment"(Carrier, 2015). The cooler is also widely used by companies across the continent to enhance their products life. A cooler is also utilized in the manufacture of most of the products that we have in the market today such as laptops, and refrigerators.

Competitive Advantage

The business can be operated on a profitable basis where profits are made from the sale of the products. Marking a profit margin wouldnt drive the customers away. The need is still there.

It is important to define your product. For Willis and the Carrier Company, a quality product is essential to getting referrals. It is also important to work with other companies that use coolers in the manufacturing process of their products.

Recommendations

A good relationship with clients and an efficient customer service will ensure the company has an edge over other firms. A room for clients comment and feedback concerning the product is also important and consideration of the same.

Financial Statements

Willis carrier would need to make use of the balance sheet and the income statement of his company and that of his subsidiaries. The balance sheet will show him where his company stands at that particular point in time. The statement of operations will walk him through the business expenses they

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have incurred and the over that period. They are the same even for when the company was young. The change is only in the expansion, and the company subsidiary accounts have also come into play.

Conclusion

In conclusion, air conditioning is used on a day to day basis in various ways. Other companies also make use of the coolers in the manufacture of their products. It, therefore, remains an essential product in today's market.

References

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