

# Aquarius advertising agency case analysis

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Aquarius Advertising Agency Case Analysis Analyze Aquarius with respect to the five contextual variables. How would you describe the environment, goals, culture, size, and technology for Aquarius?

The business environment of Aquarius is composed of both internal and external factors. Internal factors such as administration are not properly coordinated resulting in assumptions and usurping of unauthorized duty among workers. The business environment is equally external as evidenced by changes in customer behavior and lifestyle changes beyond their control. The company is basically medium in size. The company goals are customer-specific goals based on an advertisement. Foremost, is to design advertisement campaign plans for their customers through custom made plans such as layouts or slogans. Their second goal is to develop media plans for billboards, television, newspaper, the internet and radio. A subsidiary goal is in marketing, distribution and research marketing of effective adverts. The culture of the organization is centered on a traditional model characterized by interactive communication between account managers and clients. Moreover, the technology is consistent with current information technology equipment such as computers for emailing and advert design, as well as telephones for contacting clients.

Design a new organization structure that takes into consideration the contextual variables in the case and the information flows.

Would a matrix structure be feasible for Aquarius? Why or why not?

The matrix organizational structure would not be a feasible option for Aquarius. Foremost, the option would be a very expensive option to maintain in the case of Aquarius. The major reason is that Aquarius is involved in the

advertisement industry accustomed to frequent turnover of clients.

Consequently, their fluctuations in their profit margins would experience financial strain in maintaining the matrix structure. A further disadvantage of the structure is that it would worsen the internal conflict in communication that Aquarius has experienced and attempting to resolve. This is because the matrix structure is consistent with dual reporting and accountability to seniors. As a result, it would create confusion among subordinates regarding their directing supervisors.

#### Reference

Daft, Richard L.. Organization theory and design. 6th ed. Cincinnati, Ohio: South-Western College Pub., 1998. Print.