

Surf shop comparison company evaluation

Business, Management



Surf Shop Comparison/Company Evaluation

Part Discussion Similarities from the two websites Hilo Hattie and Ron Jon

From the two websites, striking similarities can be seen by anybody who happens to visit them. The first and most important is that they both function as an online store where customers can purchase different kinds of products.

Some of their product lines are similar such as Men, women, and children's clothing. In terms of arrangement, both sites have an attractive website design, which is made in such a way they stimulate the holiday feeling and attraction. Both have a slide show that displays some of their merchandise nicely laid out to ensure effective advertising. Both sites also have member sign-in and sign up options, after signing up, all members get to receive free updates on different merchandises and coming-up events in their mail.

Another similarity is both sites have social media plugins, where their customers can interact and read their updates on various social sites such as twitter and Facebook. Differences between the two websites There are also

some notable differences between the two websites. Some of the differences can be seen in the range of products, for example, Hilo Hattie deals with

jewelry, island treats, and family matching among other products. Ron Jon, on the other hand specializes in surfing products such as surfboards, wet suits, protective gear, and many other products that relate to surfing. On

Hilo Hattie's website, they have an advertisement area that displays recent events and offers gift cards. These items are not available on the Ron Jon's

website. Instead, on Ron Jon's, it website requires a potential customer to leave their email for them to be able to receive the latest news on the shop such as coming events. The other difference is that, on Hilo Hattie's website,

they have a picture collection area where special and momentous pictures of their clients are posted. Ron Jon's website does not have this unique link. Another key aspect that differentiates the two sites is that Ron Jon's website has an affiliate mobile site while Hilo Hattie has not yet added this important aspect to their site. Elements of organizational planning, organizing, staffing, leading, and control According to Reilly & Baack, (2010) " One primary element, strategic planning, focuses on planning for the future of the organization." From an overview of both websites, it is clear that the company's management is aware of the need to carry out a careful planning process and use the company's strengths to market themselves. A Good example of planning is Ron Jon's surfing theme that has been implemented in the outlook of the website and their merchandise. Hilo Hattie on their strategic strategy is the use of " Aloha" shirts, which they have realized is one of the key strengths the company has in attracting customers. Evidence of organization in the websites can be seen by how current the websites are maintained. Managers must ensure that employee's carryout their assigned tasks to the later. For both websites, the employees responsible with updating them are carrying out their job as required. In terms of staffing, both websites have a career links where parties are allowed to check available job opportunities and apply. This in turn, helps the company to have a large pool to select from which will ensure the best-qualified employees are selected. On Hilo Hattie's website, there is a link for the management team, and it shows how the leadership structure is maintained at the store. In terms of control, it is hard to identify this organizational element from the website but basing on how the history of the two stores

and their current position in the market it is likely that the management control is effective. Responses for Discussion 1 Hello Amber Larson I would to note that you have a very good short and precise comparison between the two stores. Reading your post enabled me to be able to view the two stores from a different angle and see how management has influenced their planning. However, I would to kindly request you clarify where you mention that both stores offer surf reports. From my reading I only noticed that it is Ron Jon who offer this reports Hello Wendell Cole I must say that your response is quite different and informative from the way I was viewing the two stores. I appreciate the way you view the differences and similarities o the two stores from their historical point of view. I also agree with you on the point about management of the stores. The maintenance of the websites to bear current information and their unique attractive designs all show that there is an element of organizing controlling and leading. Part 2 Discussion 2 State what you believe is the distinctive competence and core competence of your selected company. Hyundai motor company is a well-known car brand worldwide. It relies on innovation and creativity to maintain its market share and penetrate further into the very competitive motor vehicle market. Its distinctive competencies revolve around innovation. The company has a focused and innovative team of experts who are able to think and plan beyond the market scope. Their latest innovation is in environment management where they seek to develop technological system that minimizes harmful discharge into the environment starting with the manufacturing process to the road. The company's core competencies are in the design of their automobiles. They use creative ideas to break away from

the norm to come up with cutting-edge technology that is influenced by people's desires to come up with future megatrends. Give an example of how the values and mission statement help to shape planning. According to Reilly & Baack, (2010) " Effective leaders prepare employees for change and provide a guide to the future by setting goals, motivating employees, and determining employee growth." The core values of Hyundai aim at " guiding principles for employee behavior and decision making..." this is in direct relation with how the company's employees use technology to make decisions and come up with cutting-edge technology in design and innovation (Hyundai, 2013). The company does not have a distinct mission statement but it has a vision statement that directly contributes towards the company's planning. The company's vision "... company goals for the next decade that will be followed through with concrete business strategies and action plans" this is in coherence with the company's plans to create a unique vehicle designs that are well planned to meet customer desires as well as using eco-friendly technology in designing eco-friendly vehicles (Hyundai, 2013). Internal and external factors that may influence the business in the future Some the external factors that may affect the business in the future are competition and the emerging need for eco-friendly vehicles. Motor vehicle industry faces a lot of competition, and it is, therefore necessary that company come up with a well-coordinated workforce with the best management to be able to face this challenge. The company's current plans towards a greener environment will enable it stay ahead of the competition in the near future due to the rise in demand of this technology.

Responses for Discussion 2 Hello Juan Diaz Thank you for such an

informative brief and precise overview of Dunkin Donuts. I appreciate the way you have studied the company's core values and mission statements to explain its distinctive competence. However, there is one detail that you did not mention in the explanation and that is the company's core competence. On part of external factors, do you think the rising health concerns touching on fast foods will affect the store's performance? Hello Brandon Alvarado Thank for such an informative post on Netflix. I must agree with you that in today's world we are all focusing on having an easy life that is why there is all the technology being built to make our lives comfortable. Although you did not specify the company's core and distinct competencies after reading the post, I could clearly understand these facts. One detail that you left out is you did not mention and specify how some of the internal and external factors might affect the running of the business in future kindly elaborate on this point, thanks. References Hyundai. (2013, April 10). Hyundai: Corporate information. Retrieved from Hyundai Worldwide: <http://worldwide.hyundai.com/WW/Corporate/CorporateInformation/CorporatePhilosophy/index.html> Reilly, M. M., & Baack, D. (2010). The five functions of effective management. San Diego: Bridgepoint Education, Inc.