

Cango week 2 video analysis

[Business](#), [Management](#)



CanGo Analysis Report Consultants BUSN 460-Team 1 CanGo Analysis Report

Let me say first thank you for giving us the opportunity to evaluate your company's operational process. It has been a tremendous experience to be in a company that started out small and grew to one of the leading businesses in the industry. CanGo does have a promising future ahead.

During our evaluation over the past two weeks, we have noticed a few things that will be a problem in the future if not resolved. It seems that the company has been profitable by chance not because of planning.

At this point we feel the need to work on the planning aspect and all that it entails. There are six key issues and recommendations that we have made that we know would help improve CanGo. Mission Statement The first issue is to have a mission statement for the company. This statement is the backbone of the company. Every employee will strive day after day with the main purpose of the company. Can-Go's purpose is to provide a somewhat all inclusive service to entertainment needs via books, CDs, DVDs, and its new prospect online gaming. There seems to be no set direction for the employees to reference.

Goals There are goals that Can-Go is going towards, but everyone isn't on the same page. Unity among the employees is one of the most important aspects that you need to resolve. We witnesses during the management meeting about the online gaming idea, which no one seemed to be able to force their opinion or have an open decision to if the company should go forth with the idea. Andrew was very excited with the idea, but tried to almost push the company into the new market. You can't go into a new

market without seeing what is really involved in proceeding with the new move.

SWOT Analysis One key thing that was missing when we observed CanGo is that Liz should have created a SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats by conducting this analysis Liz would be able to see where the business was at in the current marketplace. It would also allow her to see where she could make changes in the company to increase profitability. A SWOT analysis allows you to view the internal and external factors of a company. The strengths should be a list of what makes CanGo better than the competitors.

Liz made a great choice by giving her customers a \$10 gift certificate and free shipping on the next order when they didn't receive their orders in time for the holiday or received the incorrect order. They offer books and audio/visual entertainment online which is exactly where things are headed. They grew much faster than expected. By purchasing Webjouster they were opening up the door for online gaming. The download time for books and audio is fast. There are quite a few weaknesses that have been observed there seems to be a huge problem with organizational skills. There is no set vision for the company.

The company as a whole could use a course on professionalism. When Warren delegated the responsibility to Nick for the online gaming being that this was a very important task it should have been handled better. He should have sat down with Nick and went over the goal and the timeframe that he had to get it done versus being vague about it saying they had weeks to get

it done. CanGo also needs to improve their technology in order to offer the online gaming. There needs to be improvement in the Human Resource Department because there are people in positions that cannot meet the expectations necessary to fulfill their job requirements.

The new opportunity they are faced with is being able to open up to online gaming. People have laptops, notebooks, and mobile phones with them at all times being able to entertain themselves with electronics is now a way of life. If the weaknesses are not addressed they will be threats because the competitors will be able to get in on the profits because of how unorganized CanGo is when it comes to handling business. I think there is room for CanGo to expand if they make the necessary changes to the company in order to stay on the track they are currently on. Short-term Objectives

Liz failed to have a list of short-term objectives. By making this list she would be able to evaluate the progress her company is making. These short-term goals should cover the different functions of the company. These objectives should be SMART. That means they should be specific, measurable, achievable, realistic, and timed. They should sit down as a team and develop premeditated plans to meet these objectives. Feedback Loop As a company you are also missing the feedback loop. This is an important part of the strategic management process. It allows you to monitor the execution of every part of the strategic management process.

It helps you know which goals and objectives are being met. Liz should sit down with her staff and make a list of short-term objectives and long-term goals. These goals and objectives should be evaluated after a set period of

time to see how they are coming along with meeting their objectives and goals. After the goals and objectives are reviewed if they are not being met the process is reviewed and any necessary changes are made at that point.

Teamwork There is a big organization problem that Nick has when dealing with getting a projection report for the new online gaming. Warren didn't give him much to grow on.

There were no questions by Nick to get more clarification. Nick's reaction towards this great opportunity showed that he was impressed for this chance. Gail was not too convinced that he could do it. There seems to be a little rivalry between the two, but working together as a team will only make the process go smoother. Warren didn't divide the work load with the entire team. He should have known that it could be too much for only one person to handle. He didn't make this new venture a joint effort by doing so he could have utilized everyone's talents. He also didn't give him a timeline on when this will need to be taken care of.

Nick's organization techniques are very poor. He didn't even know how to prioritize the task that needed to be done. Pride shouldn't stop you for asking for help. We were pleased that Debbie took the necessary time to help Nick produce a Gantt chart to help organize the tasks. This is what we like to see with all of your employees. A team is only as strong as its weakest link. Conclusion We would like to thank you for this opportunity to work with you. It has been a pleasure being able to be a part of the future of such a magnificent company. We can't wait to work hand in hand with you to begin implementing these changes.