

Success strategies

Business



Success Strategies affiliation Success Strategies The business venture goes by the Flash Car Transporting Services. Generally the venture deals with hiring of cars, providing drivers for cars and providing cars for transportation. However, the main business carried out by the company is the transportation services. Additionally, the company has Lorries and Pickups which are used in transportation of goods. The company has a three year market experience. From the three years, it has been able to achieve a lot in the field of transportation. At the start of the venture the organization had only four cars which operated as cabs. As the demand grew the managers decided to expand the operation boundaries of the company.

The structure of the organization revolves around the entrepreneur who started the business. He is the manager of the plant. From his managing mandate, the organization has several departmental heads. They consist of the operations manager, finance, manager and the human resource. The organization has limited staff working from the premises since it does not conduct many inside operations. The majority of human resource consists of the drivers and packagers. In the structure the manager has the final say in all decisions made by the department heads. The other menial staff consists of cleaners and record keepers.

The strategies embraced by the organization revolve around increasing the customers who take up transportation services. The competitor issue is also on the top subject to strategize on. The strategy of the organization is based on satisfying the needs of its target market. On satisfying the customers, offers and packages options are also given. Offers include giving monthly packages for individuals using cab services. Apart from customer satisfaction the company also gives etiquette lessons to its taxi and cab operators. This <https://assignbuster.com/success-strategies/>

increases the customer staff relation which in turn leads to customers having confidence in the organization. The strategy works in the organization's favor since the number of customers have been increasing at the start of every financial year. In another strategy, the organization aims at dealing more in providing services based on long term contracts. According to Nykiel (2003) these contracts enable the organization to have a more predictable financial outcome. Additionally, the contracts give customers a more reliable transport option.

In competing in the developing society and a modernized globe, the organization needs to change or come up with more efficient strategies. To maintain its significance on the market, the organization needs to venture more on dealing with organization carriages. Dealing with organization rather than individuals gives the organization a security in terms of profits (Nykiel, 2003). Additionally, organizations help the venture in sharing risk threats. Sharing of risks gives the company more confidence to expand on its operating field. Additionally, the organization needs to change its car models. With the rising customer preference, new car models will be needed to increase the consumer base. The upcoming generation needs awesome to be impressed. To efficiently stay on track with the latest car models, the company needs to contract with a car manufacturing company.

With a perfect strategy and a proper market research on its target market, the company is on its verge to enjoy the comfort of a mega business (Nykiel, 2003). Strategizing by considering trends and technology is the only option of securing a future success in any business.

References

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Nykiel, R. (2003). Marketing your business: a guide to developing a strategic plan. London: Rout ledge.