

Busn 300 unit 3 ip

Business



BUSN 300 Unit 3 IP Single Microsoft has been quite successful in the PC market. They have been providing the Windows operating system to computer manufacturers. However they are facing steep competition from Apple, both in corporate and consumer market. Mac operating system of Apple is becoming quite popular. However, Microsoft as entered the cell phone market with Windows phone. But the company has hardly been able to make inroads in to market share of Apple. Hence it is suggested that Microsoft can start producing apps for the smart of iPhone market. Such apps can be seen by the Apple phone users also. It will also help the company to generate some additional revenues. This will provide a significant chance to the company to gain some market share in the app as well as cell phone market. Hence this plan of action could be treated as single.

Low-hanging fruit

Although Exxon has made certain commitments towards the environment, but off late the company has put some of their initiatives related to environmental concerns on hold. These mainly due to the fact that, people are looking to relate the big oil disaster to the events in Florida. Te Company is now focusing on the safety concerns related to drilling. Keeping the importance of safety concern in mind it is advised that the company should not stop focusing on the environmental impacts. A campaign focusing on successful projects of the company punctuated with the environmental concerns may actually benefit the company. Hence this could be considered as low hanging fruit. This may build an image in the mind of the consumers leading to the long term success as it would position Exxon has a socially responsible company.

Best Western

For a number of years Best Western is no longer known as the high end hotels. Rather the consumers perceive them as a unit that runs hotels that are franchised. The course on concern would be that there are some franchisees, which are doing just about great. However, there are examples of those who are awful to say the least. Companies are most of things are right when it comes to motivating the franchisees. Due to such massive gaps in service quality the company is facing tremendous problems related to consistency. Hence it is suggested that the company starts encouraging and rewarding customers for putting up pictures of their favorite Best West hotel. This will increase company good will. It will also act as a customer engagement mechanism. Some of the probable platforms of running such a campaign could be Pinterest, Twitter, Instagram and of course the big daddy of them all so to speak, Facebook. The company may choose winner based on the best pictures posted on daily basis. This may tagged as a home run as it may be a way for promotion as well as substantial revenue gain (Burton, 2012, p. 128).

Reference

Burton, T. (2012). *Out of the Present Crisis: Rediscovering Improvement in the New Economy*. US: CRC Press