

Marketing plan development blog

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Marketing Plan Development Blog Sand and Wels Trucking Co. Mission " To supply the with construction materials at the in an efficient and timely manner thus ensuring satisfied customer experiences to enable the company not only retains but attracts new consumers in existing and new market regions.

SWOT ANALYSIS

Strengths

The company has strengths that enable it stands out from its competitors and realizes its potential. The brand as a whole is not yet established because it is a new business but the marketing skills put in place have elevated the companys status. There is an existing website and hotline that is on 24/7 to ensure that the consumer is attended to as soon as possible. The installation of efficient telecommunication system at the companys offices ensures that even at night, the machine generated reply is sent to the consumer. It assures him/ her that the responsible personnel will attend to the inquiry when they report to work.

The company also has its own suppliers and has leased out quarries for obtaining its raw materials. This ensures all times the supply be less than the demand. As a result of a pre-arranged deal with the suppliers, the production costs are low for the company translating to a pocket friendly cost of the same to the consumers (Valentin, 2004). With low prices, the company can be competitive in the market.

Weakness

Due to the businesss young age, it becomes difficult to acquire loans and other financial assistance from financial institutions(Valentin, 2004). The requirement by these facilities requiring a certain cash flow for a company to

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be eligible for such services has hindered the growth of the company. It has resulted in the company losing out on big tenders requiring large capital to facilitate the consumer needs.

Opportunities

The increase in mortgage offers and good financial times in the country has resulted in a boom, in the real estate sector. Thus with enough resources and efficient services it will be easier to acquire new markets for the products being offered by the company such as sand and gravel plus the offer on transportation of the same to the construction site.

Threats

The external factors that threaten the success and future of the company among others include political and legal interference by third parties (Valentin, 2004). The government has set up environmental agencies that have become critical of open quarries being left after mining. Thus, it has been gazetted that such sites be filled after the quarrying ceases subjecting the company to additional operation costs.

Another threat is the emergence of other construction trucking companies which have flooded the market. The result has been reduced charges for services that were initially being charged more. With reduced profit margins, it has become tricky to scale as a company.

Reference

Valentin, E 2004, Away with SWOT Analysis: Use Defensive/offensive Evaluation Instead. *The Journal of Applied Business Research*, 21(2), p. 91-105