

Vermont teddy bear



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Running Head: Vermont Teddy Bear Vermont Teddy Bear of the of the Vermont Teddy Bear Introduction Since centuries, people have been putting efforts to develop themselves by different means where business remained one of the most common forms of human development. However, since the last few decades, one can observe a rapid advancement in the field that has resulted in different strategic management models that enable organizations to identify its plans and objectives to achieve most effective results. For this reason, this research proposal focuses one of the organizations, Vermont Teddy Bear (VTBC, 2011) that will be under focus for development of a strategic plan. Validation of Organizational Vision In specific, it is an understanding that vision and mission of a company plays the most crucial role in providing a fundamental basis to the organization, as well as a sense of strategic understanding to its employees and stakeholders. However, at the same time, it is essential that processes of the organization should be in line with the identified aims and value statements of the company as mission and values provide a virtual roadmap to achieve some target in the future. For this reason, the proposed research will include analysis of mission, objectives, and value statements of Vermont Teddy Bear (VTBC, 2011) along with their comparison analysis with existing strategic processes of the organization. In this regard, website of Vermont Teddy Bear (VTBC, 2011), as well as published brochures and reports will be an efficient way of getting hold of its mission, objectives, and values statements. At the same time, the same resources will be helpful in the evaluation of their implementation and effectiveness in different processes of the organization. Environmental Analysis Besides values and mission of the Vermont Teddy Bear (VTBC, 2011), it will be very important for the proposed research to include external <https://assignbuster.com/vermont-teddy-bear/>

analysis of the organization as such factor play a critical role in enabling the company to work or even exist in the business environment. For this purpose, external analysis will focus on political, economic, social, and legal scenarios existing around the Vermont Teddy Bear (VTBC, 2011) organization that will complement findings of earlier section that would have focused on validation of company's mission and values. However, for external analysis of the company, the researcher will use only secondary research methodology to acquire quality and valid information for external analysis. In this regard, books, journals, magazines, and official websites will be very helpful in the acquisition of information regarding external factors associated with the Vermont Teddy Bear (VTBC, 2011). In addition, the researcher will put extra efforts to identify only valid sources as secondary methodology will result in huge number of resources that will need a validity check to acquire efficient results. On the other hand, the later part of the proposed research will include an internal environmental analysis of the organization that will focus on customers, suppliers, products, competitors, and all the stakeholders that are directly in association with the Vermont Teddy Bear (VTBC, 2011). In specific, employees of the organization will be one of the most important stakeholders that will be significant for the proposed research. Besides, customers will play a critical role as well. However, for internal environmental analysis, secondary sources will not be helpful and for this reason, the researcher will benefit from primary research methodology that will include hand-to-hand acquisition of information with the help of questionnaires, surveys, interviews, etc that will be the only and most important sources for internal analysis of the organization. References

VTBC. (2011). Vermont Teddy Bear Company. Retrieved on February 14, 2011: www.vermontteddybear.com