

Yellowtail marine case study analysis

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Yellowtail Marine case study

1. What are Gilcrist's responsibilities to the Yellowtail Marine company? To the employees who might resent her sudden appearance? To Boswell? Make Yellowtail Marine case analysis.

Gilcrist's position is a walk-in president of the company because of Gunerson's death and all of a sudden has to take over. She can expect some negative attention at first from her employees because she is now head of a business that she does not know much about. To Boswell she must keep up with the production issues and prove she can handle a president position.

2. How would you rank the issues she faces in terms of relative importance? Which are in conflict?

Gilcrist has to deal with the decline of boat sales, develop an appealing marketing strategy for the company board, and talk with OSHA about the health and safety issue.

3. What long-term goals should she set for herself?

Gilcrist should set long-term goals of increased production of sales through innovative ideas to keep up with competition and create and maintain a positive image for her employees as a new president.

4. What should she do now?

Gilcrist should now focus on the issues brought on to her from adopting this new company and from there, after dealing with the issues in a successful manner, will be able to establish her long-term goals.

5. How should she communicate her decisions?

Gilcrist should communicate her decisions through Boswell to receive some feedback and criticism and then through trial and error by presenting her decisions to the board.

6. What risks does Gilcrist face? What painful decisions should she make? Gilcrist risks facing an even worse off company than she started off with. Her market-oriented approach could further decline sales. Gilcrist should decide, after innovating her ideas into the company and seeing how they impact, whether or not she is capable of a president's position and either continue or abandon the position.

7. Should she immediately move to make the company more market-oriented? How? Making your product more open and known to the public usually creates good business. Though Gilcrist would have to consider production costs, salary costs, etc. expanding Yellowtail Marine facilities would be a more market-oriented approach to possibly make a profit from hopeful boat sales.