Shoe Suggestion to Shoe Co. Inc

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Running An Organization

Every business activity, whether it is on a small or large scale or targeting a niche or mass market, requires effective planning and a sense of direction. Firstly, the purpose of the business is the most significant step in starting a business and planning out its strategy. A business without a purpose and ultimate objective is meaningless, misguided, and unsuccessful. The basic objectives and purposes of most firms are profit maximization or satisfactory profits, growth, providing services and, most importantly, survival in the market.

Once the firm knows its objective and purpose in the market, it is directed towards its goals and helped to keep on track throughout the process. The second most important step is to create a plan that is effective for achieving the ultimate aims of the business. Planning requires identifying your objectives, understanding the market, recognizing the strengths and weaknesses of the business and studying the competition in the market, hiring adequate resources to cater to the requirements of the clients and meeting your goals, analyzing the financial situation, and finally making an action plan.

Thirdly, creating a business structure and recognizing the type of your business is another important step in running a business successfully to survive in the market. A business structure refers to a framework according to which a business operates and performs all the tasks in the order of the command structure. It is important for the business to identify its market and the scale it will operate on, such as a small or large scale, and target niche or mass markets. At the same time, the firm is required to create an organizational structure where there is a leader who can direct the rest of the workers, and the structure should be effective enough to keep track of communication and activities throughout the organization (Curran and Storey).

The most important step for the success of every firm is conducting market research. A study of the market is crucial before launching the product to reduce the risks of failure. If a firm creates a product that does not address the requirements of the clients and does not have enough demand in the market, it will fail and lead to losses. Therefore, market research provides insight into the customer's preferences and what they want from a certain product to meet their needs. It also involves researching the market and studying the competition in the market and possible threats from society, the environment, government policies, and laws, which is important for the business to understand before initiating its activity.

Furthermore, a firm requires a leader who is visionary and motivated towards the goals of the firm. Vision and planning for future prospects are essential for the firm in the long term to reduce risks of failure and be prepared for any kind of situation that will damage the firm. It is important to be able to see the future preferences of the market and how they will change and affect the firm. A motivated and focused leader and manager is able to motivate other employees in the firm, which is one of the most important factors for the success of a firm. Motivated employees are efficient and productive, which reduces the costs for the firm and maximizes its profits.

Lastly, every business requires constant direction and focus on its ultimate goals, which should never be a limit; it should always aim higher to keep on expanding and increasing its profits while reducing its costs. It keeps the firm and its employees motivated and on track.

Suggestion to Shoe Co. Inc.

Factories in China and Mexico or Kentucky and Tennessee

Shoe Co. Inc. hopes to expand into the international market with its factories in China and Mexico. The idea can be a successful attempt at turning its business into a larger-scale operation, and the cheap labor in China and Mexico will reduce its costs and maximize profits. However, Shoe Co. Inc. works on a niche level that creates shoes on a small scale with local American workers who bring the native and patriotic effect to their shoes for aircraft workers. China and Mexico have bad reputations for their cheap labor that is not treated justly, and they use unethical ways to minimize their costs.

On the other hand, Kentucky and Tennessee are American states that meet the requirements for expanding the business, minimizing costs, and not exploiting the law or business ethics that can damage the image of Shoe Co.

New Equipment and Workforce

The new equipment will prove to be beneficial for the firm in terms of reducing costs and increasing the quality of its shoes. This will attract more customers to buy the shoes if Shoe Co. is able to charge lower prices for the shoes that are created by machines. The quantity and quality will both increase, which will lead to increased profits. Nevertheless, the company is known for its niche market and for creating personalized shoes for a very small and specific group of people so that the firm can produce expensive shoes on a small scale.

This will not require the company to make its employees redundant, for which it has been known for a long time. However, the demand is expected to reduce by 20%, which is an alarming situation for the firm and will require it to reduce its costs and lay off workers who are no longer required.

Wichita Operation

As the demand for aircraft workers' shoes is decreasing, the new opportunity of creating shoes for the military can be profitable for the firm because it is a guaranteed sale and does not involve a lot of risks. Additionally, the design of the shoe does not require major changes, so the company will not be required to make major investments. It will also attract more customers who are not in the military but are passionate about it. The operation has a good chance of success that will help Shoe Co. Inc. create a good image in the market and increase its market share.

New Computer System

Every firm needs to keep its practices up to date using the latest technology to increase efficiency. Similarly, Shoe Co. needs to adopt the new computer system to increase its efficiency.

HR Practices

This is the most important step to consider for increasing the efficiency of the firm, as a motivated employee is the key to the success of a firm. The labor force is poorly managed and is not happy with its benefits, which needs to be addressed by HR, which should assure the labor force of the security of their jobs.

Conclusion

A successful business requires considering all kinds of risks and threats in the market and the economy while seeking new opportunities and pushing its limits. It needs to identify the basic objective to approach the market and stick to that for a long time in order to avoid confusion and chaos in the firm. Additionally, effective communication is the key to the growth and profitability of a firm. Shoe Co. needs to focus on its niche, improve its strengths, and motivate its employees so that they can stick to the traditional practices for which they are known.

Works Cited

Curran, James, and David J. Storey. *Small Firms in Urban and Rural Locations*. Routledge, 2016.