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Management Information Systems

Lesson #3

Alliance University

February 14, 2023

Analysis #1

As a way of confirming your understanding of SWOT analysis, you are asked to perform a SWOT analysis about yourself.

Strengths: Great communication and interpersonal skills; task and detail oriented; effective leadership abilities; uncanny ability of building partnership.

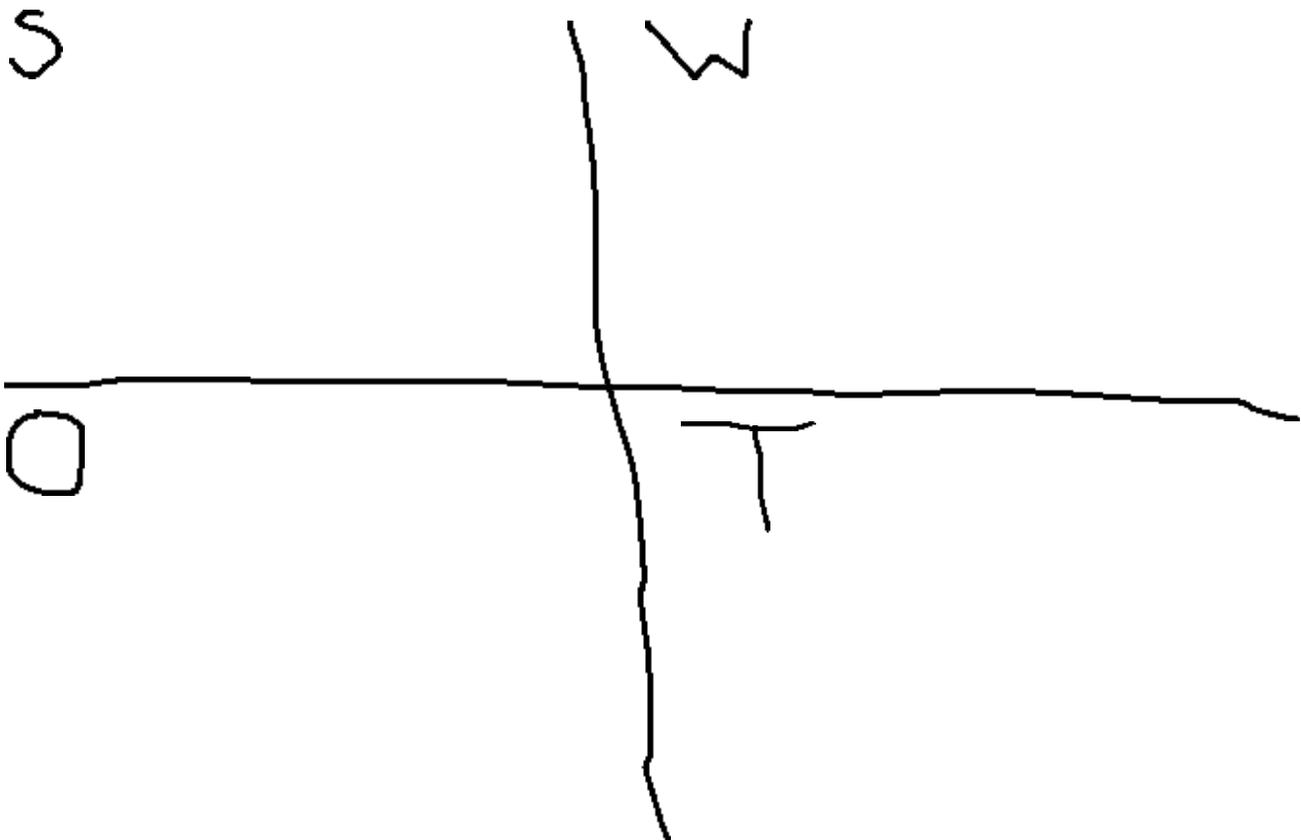
Weaknesses: Tries to fulfill more tasks than can handle; tends not to complete tasks; becomes discouraged when working with team that fails to complete tasks; can be too assertive at times.

Opportunities: Gaining knowledge on budget planning; grant writing; working interdepartmentally; and seeking private funding.

Threats: Arriving to work late on regular basis; in-house bickering; team members creating burdensome work climate due to failure to complete assignments; and, community based organizations.

Second, we are going to modify the analysis a little bit. Instead of obtaining goals and objectives via SWOT analysis, we will use it to come up with an action list to achieve the pre-defined goals and objectives.

- First, take out a piece of paper and draw four quadrants. Mark each quadrant with the letter, S, W, O, T as done in the video you watched.



- Next, think about what you want to be in 5 years and write down one or two sentences to identify it. For example, if you want to be a manager at Google in 5 years, write down, “To be a manager at Google.”
 - *Within the next five years, I want to be a Director of the Youth Services Department at the Center for Community Alternatives in Brooklyn, New York.*
- Next, perform the SWOT analysis about yourself and your qualification for that goal. Write each item you come across in the SWOT quadrants.

(S) Currently the Assistant Director of Community Programs in the Youth Service Department; Oversee a total of six successful youth programs in Brooklyn; Community-based programming raised over \$350,000 of private funding last year.

(W) Taking on too many projects; not being trained on Director trainings to enhance knowledge of position; heavy reliance on city contracts; and not investing in time properly.

(O) Positions in Youth Department are constantly opening up. Reputation is growing within the agency; Supervisors in department are requesting my services for other projects.

(T) A variety of candidates within department are competing for open positions against one another; not enough experience as an Assistant Director.

- Upon completion of the analysis, write down an action plan (or short-term objectives) for the next 5 years to achieve the goals you defined before the analysis.

Action Plan

- Attend leadership trainings to help me become a more effective leader.
- Complete my undergrad degree in Organizational Leadership
- Apply to graduate school.
- Gain more experience as an Assistant Director

Analysis #2

Next, suppose you decide to start a business that promotes a tutoring service mobile app which matches available tutors with students seeking help. Upon a successful match, your business takes a percentage of tutoring fee as a commission. In starting this business, you know you will be competing with other agencies like prep organizations (i.e., Princeton Review, Kaplan, etc.), local newspapers, school, many online tutoring service agents like tutor.com, and with your college tutoring service office. You will probably have other local competitors as well. Consider the following questions and answer them.

1. Analyze the structure of this industry according to Porter's five forces model.
2. Given your analysis was done in step 1, recommend a competitive strategy for the startup.

The competitive strategy that I would employ to promote the tutoring service app would be to lower prices while incentivizing customers as well. This would come in the form of cash back purchase incentives, free tutoring sessions, and referral-based cash incentives. The purpose of this strategy would be to attract customers that are willing to pay a lower cost for quality service. This would force competitors to either keep their prices the same, or risk losing a significant percentage of their loyal customers in the process.

3. Describe the primary value chain activities as they apply to this business.

The primary value chain activities will include inbound logistics, operation outbound logistics, marketing and sales, and service.

Inbound logistics: I would focus on customers being advised to go to our company website to learn more about the tutorial service we offer. Our website will provide customers with various features to make easy the process placing online orders or speak with representatives directly to help them navigate through this process as well. In addition, for mobile users, we would encourage customers to download the app to allow them to examine the various ways they can place their orders online.

Outbound logistics: Since our company will focus on providing tutorial services, we will not be transporting and storing finished products in a traditional sense. Instead, transporting comes in the form of us employing a hybrid strategy, on-line and in-person. Thus, to maximize profits, our company would rely more on online services to accommodate customers where they are instead of having to physically meet them where they are.

Marketing and sales: Our marketing strategy would focus on targeting those academic institutions whose student bodies are struggling academically. Thus, we will resort to online, newspaper, and radio ads, email blasts, passing out flyers, and commercials. The hope would be to make potential customers aware of the tutorial services we offer.

Service: We will strive to have an efficient service that meets the needs of our customers.

4. Describe a business process for recruiting students and tutors.

The tasks required for recruiting students and tutors would consist of targeting the former at their places of study, e.g., (school, after school programs, through online ads, commercials, etc.). However, we would recruit tutors by first communicating our need for them in common areas that educators frequent, e.g., (schools, libraries, online social media platforms like LinkedIn, etc.).

5. Describe other information systems that could be used to support the business process in step 4.

Our company would take advantage of information systems such as smartphones, networks, laptops. All of these, in one capacity or another, could be used to support the company's business process.

6. Explain how the process you described in step 4 and the information systems you described in step 5 to reflect and achieve your competitive strategy recommended in step 2.

Everything requires a process to become a completed product. Our company's tutoring service app is no different. To successfully follow through on its initial vision, the company must stick to the script. In other words, if the company is to lower prices to lure in potential customers, it must target the students who are in most need of the service, those in the 8-21 year-old age demographic. This targeted group are more inclined to use information systems than their predecessors; therefore, the aim should be to use these devices to recruit not only them but tutors as well.