An evaluation of the strategic issues and choices facing a named company

Name

Institution

**Introduction**

With the rampant increase in technological advancement globally, there has been adamant need to ensure that software companies are development for that sole purpose to reduce the gap and develop apps to this initiative. Therefore, the Tagline Software company has been established for the purpose of not only providing software services but also, software programmes. This basically includes; writing apps and other software for the android operating system for both their clients and other companies and private customers that may be needing their services. In addition, Tagline Software company being privately-owned company and, it virtually indicates that it cannot trade its shares at the stock exchange market. More so, the company is small in size and basically opts to issue their services from a personal level taking into consideration all the particular needs of the specified company (Noe, 2013)

**Background of the company**

Tagline software company was established by two university students who thought it was wise decision to come up with an avenue for creating of apps. With the recent increase in ideas with regards to apps such as Instagram, facebook, snap chat and p-interest, it is quite an indication that the number of people with creative ideas globally is on the rise. Therefore, Tagline Software company saw the need to close the existing gap and decided to establish the company. It is situated in Boston, Massachusetts and this is quite a strategic place based on the fact that most of the apps that have been developed overtime, were by students or alumni of the Massachusetts Institute of Technology. The company is a privately owned with two owners who ultimately share the benefits accustomed to the ownership of this specified business. Tagline company is quite flexible and as a result, not only offers its services to its clients but also to any other customer privately. However, the company only deals with android software programmes and this could be based on the fact that there is a high percentage of technological systems that uses the android software. Furthermore, the company also offers online services to its customers who may need it and this is basically to ensure that it makes it convenient for customers to seek their services from the comfort of their computers.

**Key internal and external issues to be considered**

External and Internal factors are to be analyzed on the basis of the Strength Weakness **Opportunities and Threats (SWOT) analysis**

Internal factors to be considered

Strength

First and foremost, this being a software company, their particular innovation is their strength as compared to their competitors. The mere fact that Tagline Software Company deals in android software, there is adamant need to ensure that it is patented to prevent any other company from stealing their ideas and making it their own. In addition, the mere fact that Tagline Software company viably is situated in Boston, Massachusetts, and there is a huge number of people who have technological skills from the university, this creates a huge pool of employment of people who are qualified (Vanek, Mikolas, & Zuakova, 2012).

A company’s success is based on the particular number of customers who seeks their services. Therefore, to achieve this strategic plan , the organization skills of the company are an important factor that are to be laid down. Tagline Software Company has ensured that there are online services being offered to their customers and further, ensures that the customers ideas are protected, it makes them have an upper hand as compared to their other competitors. The other strengths that a company has is the fact that there is quite a large number of both social and economic apps that are created. This creates a huge market base for the company to be able to create client based relationship and produce an app that fits the customers’ criteria (Gates, 2010).

Weaknesses

The main factor that curtails the strengths of the company is the branding and reputation. Firstly, there are other bigger companies such as google and Microsoft that have a higher reliability as compared to Tagline Software Company which is a small company trying to create its base in one of the bigger states in the USA. Furthermore, bigger companies have a higher percentage of the market shares and creating a niche in the market which is quite difficult for the small companies (Blake & Wijetilake, 2015).

All companies require financial aid to ensure that it creates a strong foundation that would ultimately facilitate its success. This being a privately-owned company, it cannot be able to publicly ask citizens to purchase shares to get their initial starting capital. It therefore, has a limited source of income and this mainly includes getting loans from banks which may in turn, ask for a high percentage of interest rate on the particular loan. This being a startup company, it may face difficulties in being able to get loans from large companies (Humphrey, 2005).

Tagline Software Company, lacks a huge impact in the advertising arena and this is mainly based on the fact that it is a privately-owned company, and therefore, it has limited source of income that can facilitate its mobilization. This may act as a weakness as it may limit the number of customers who may ultimately get to know about the Tagline Software Company. In addition, due to the small size of the company, the number of employees may be quite less and it may adamantly affect the productivity due to the inability to cater for the increased demands by different clients who may seeks the Company’s services (Humphrey, 2005).

External factors to be considered

Opportunities

The fact that the number of apps have been on the rise, taking into consideration the continued factor that has led many companies, schools and organizations to have an app to update its daily progress. This trend is quite effective as it creates an opportunity for Tagline Software Company to develop apps due to the increase of the market base. The society at large, has embraced the social media movement that enables the world look like a mere village as it brings people together. Therefore, this could create an important opportunity and in the long run, it would enhance the success of the Tagline Software Company (Blake & Wijetilake, 2015).

Threats

The change in the demographic composition in a particular area as the group of people that are actually interested in the developments of apps are the young. Therefore, in a scenario where there is large number of older people in the particular area that the business is situated, it would act as a threat and in turn, curtail its success (Vanek, Mikolas, & Zuakova, 2012).

In addition, Tagline Software Company does face threat due to competition from other strong counterparts. Most people opt to approach companies that have been in existence for quite a while and further proved their credibility on issues of app development. Therefore, this would act as a threat in enhancing the success to the company and in addition, the policies and regulations that are put in place that act as restrictive measures and it may act as a policy to curtail the success of the Tagline software company (Chermack & Bernadette, 2007)

**Strategic choices that the company may use to enhance success.**

The strategic choices basically entail the method that has been used by the company and further the reasons as to why the Tagline Software Company has opted to use these particular methods. The first strategy is the, professional assessment at this stage, the company evaluates it possible customers that it seeks to reach to. This could be done through constant advertisement of the services that is being offered through use of different avenues (Mayberry, 2014). The company can also decide to assess the competitors that are engaged in the same business as it to analyze their success rates. The result for this strategy is that, it would act as a threshold for the company as it makes decision on whether to start the company at the particular chosen location and it would further enable the company understand the customers’ preference on their preferences in the services required (Stanleigh, 2016).

This being a new upcoming company, the most effective way to reach to the particular customer is through the issuance of reasonable price range or even at a lesser price than its competitors. This is important as it would attract more customers as it is quite hard to approach big companies such as google to help those at the grass root level. The result for the use of this particular strategy is that, it would create a pool of customers who will be able to approach the company to create apps for them. In addition, with the increase in technological devices that use android devices, this could be strategy to increase the number of client’s seeking its services (Gates, 2010).

The other strategic choice that the company could incorporate would be through communication strategy. This would not only be between the employee and his employees but also the software company with the client’s that they serve for the sole purpose of getting their feedback on the particular services that are being offered. This is a strategy that would enable the company improve on areas that it may be lagging behind in order, to increase their productivity (Mayberry, 2014).

Lastly, the strategic choice that would be applied to ensure success of Tagline Software company is, through project management. This would be enable the company increase the level of success and ultimately, lead to the achievement of the strategic plans that had initially been set by the company at its formative stage (Stanleigh, 2016).

Conclusion

As a software company, the management of Tagline Software company ought to work extremely hard to ensure that the competition from various stakeholders in the market diminishes ultimately. It should further adopt the SWOT analysis to determine whether there is gap in the market that could be filled with the various apps developed. Finally, it should create a cordial relationship with the customers in order, to get feedback on the services offered for improvement purposes.

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