

Grey Global Inc

Student's Name

Institutional Affiliation

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Grey Global Inc

Section 1

As a marketing and advertising company, Grey Global Inc has recently experienced a high level of competition. Reportedly, the rate of establishing business has increased in the current world. This has significantly affected many business' functions. The business functions which have been affected include planning, leading, organizing and controlling (Grey Global eyes Campaigns & Grey buyout, 2008). While some functions have been affected positively, others have been affected negatively. The effect has fostered either strengths or weaknesses in the different business functions. Organizing which is a crucial function has detrimentally been affected. The coordination aspect of organizing is a major external threat which needs to be addressed to help the organization survive the stiff competition and remain competitive.

Planning

In the organization, the process of organizing for resources and activities which are to be conducted has been affected due to extreme market competition. Due to the extreme market competition, planning has become poor. In Grey Global Inc, planning is not objective, and this is evident by the fact that the management has been unable to adapt to the increasing market competition (Pahl & Richter, 2007). They have failed to tactically arrange and strategize for both existing as well future operations. This poor strategy in planning is a key external threat in the

company. It has made the organization to have an unhealthy relationship with the consumers as well as the society at large.

Leading

Leading which is the act of motivating employees to become more competent and productive remains positive in the organization. Despite the increase in competition, the company has a well rewarding system which promotes employees motivation. Employees welfare is put into an account in Grey Global Inc a factor that makes employees inspired and get the morale to work towards the achievement of the organizational goals. As such, this has led to competency and self-drive in the organization a factor which is a key strength.

Organizing

The coordination of various resources in the company has become problematic. In turn, this has made the achievement the set objectives to be impossible. With the increase in the number of organizations in the market, the management has found it difficult to coordinate the employees and allocate the available resources in various departments (Grey Global eyes Campaigns & Grey buyout, 2008). Even though the organization has monetary resources and therefore can meet all the needs, effective coordination for goal attainment has remained an internal weakness. Additionally, the organization has been forced to conduct an additional operation and put extra effort to ensure that it keeps up with the competition. The management has to ensure that objective market research is conducted, it identifies the changes in the market forces, identify the

patterns in the market and formulate strategies to establish a positive relationship with the consumers.

Controlling

In the organization, the identification of errors as well as the mitigation of the errors found is strength in controlling. Grey Global Inc has competent employees in all of its sectors. The organization follows a well-designed procedure during employees' selection (Grey Global Group, 2003). This ensures that the employees who are included in the workforce are experts and therefore they execute their work accordingly. On the same note, these employees are loyal to the organization, and therefore they are conscious of any changes in the organization, and they help in the problem-solving.

Section II

External Threat

In Grey Global Inc, poor coordination of resources and activities as well as poor strategy in planning are the two key external threats. These threats are affiliated with two crucial business functions which are organizing and planning consecutively. For the case of poor coordination of resources and activities, the organization has faced this hurdle since the beginning of the decade. Evidently, the high rate of business establishment in the current world has increased the market

competition profoundly. Since the beginning of the age of technological advancement in the start of the millennium, many companies have taken advantage of the easy accessibility of marketing and advertising avenues available (Pahl & Richter, 2007). As a marketing and advertising company, Grey Global Inc has faced the threat of substitution by new entrants in the market which apparently employs advanced technologies and quality strategies. The company has been forced to be innovative and invest more in its strategies. Failure to make appropriate changes, the company may become irrelevant, lose its loyal consumers, its market share and suffer great financial loss.

Poor strategy in planning is another major threat Grey Global Inc is experiencing. This threat has been fostered by economic factors as well as technological factors. The rise of economies has made entrepreneurs start businesses and employ advanced technologies easily. These factors have enabled marketing and advertising companies to grow and expand. Due to this, Grey Global Inc has been forced to conduct effective planning to be able to coordinate the resources and operations which determine the performance of the organization. The planning strategies which the company has been using before have become outdated, and therefore they cannot enhance success in the current business world. This has rendered the company unable to manipulate the resources and attract a large customer base.

Opportunities

Grey Global Inc has a good market knowledge since it has operated for a long time. Reportedly, the company has been on the market since 1917 a factor that makes it well versed with the market trends. This makes the employees especially leaders in the organization to be

good in controlling. The leaders know signs of errors in the organization and the best corrective measures to employ to mitigate the errors. This makes the organization to have an advantage of overcoming the challenges and surviving the stiff competition,

The fact that the company has a large market base makes it easy to establish loyal customers. Grey Global Group Inc has 432 branches in 96 nations (Grey Global eyes Campaigns & Grey buyout, 2008). This has made the management to identify the best market segment to operate. The management knows viable markets and therefore can easily transform the existing customers and make them loyal. This serves as a great opportunity for making the company survive the competition that is in the market.

Section III

Evaluation of the SWOT Analysis

Ability to Address Threats

Grey Global Group Inc has long experience in the market. This factor makes the management of the company to be well versed in the traditional as well as the current planning and organizing strategies. Since these are the functions which are affiliated with threats in the organization, the company stands a chance to align its organizing as well as planning strategies effectively and according to the current market forces. This will enable the company creates advertisements which attract many customers. In turn, it will easily survive in the competitive market.

Ability to Address Weaknesses

The management of the company has competent employees who ensure a quality outcome in various operations. When planning is conducted effectively, and organizing is tactically handled, these employees will ensure a high and quality productivity. In turn, this will ensure the company maintains its customer base and therefore its competitive advantage (Grey Global Group, 2003). Additionally, the company has the required resources to execute all the necessary resources. It has enough monetary resources to facilitate all operations that are essential in the organization. These help it to overcome the issues associated with lack of policy adherence.

References

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- Pahl, N., & Richter, A. (2007). SWOT Analysis. Idea, Methodology And A Practical Approach.

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