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AFI Strategy

By: ABC

Dated:

**Introduction about team**

My name is Mohammed Rahman and my company name is Andrews. There are three other group members who have worked with me in this business simulation. Their name are Nan Feng, Andreia Teixeira Domingue and Anthony Conrad.

**Scenario Myself (Mohammed Rahman ) as A new CEO of Andrew:**

As per the scenario, I am the new CEO of the Company Andrew and I am the only member of the team, so I will be in charge of all aspects of my company. The assignment is actually providing the most effective and valuable information related to the strategic planning for the Andrew company. This report is providing the most valuable information on the business strategy for the Capsim analysis. It is discussed about the summary of company in which internal and external analysis including the competitive advantage discussed. This report is providing some recommendations and future strategy of the company. The company is working currently in the tech industry as well as it is also offering many different types of products to many clients throughout the region. The company will focus on the development or manufacturing of the products. The functional manager is assumed to do the responsibility for the purpose of several departments' overall performances including the finance, production, marketing as well as well as the research and development. The functional managers are also authorized for the making the new code of conduct and apply these rules in the area.

Product Manager –the product manager will play the role of managing production in the R&D department. Furthermore, the product manager will be effectively responsible for the particular projects that the new competitive advantages are developed effectively. Furthermore, the product

manager will effectively study the market like target demographics, demand and fulfillment of demands, and state the production.

Human resource management – the role of HR manager is clear because they always work with the humans and the humans resources. Therefore, the HR manager will effectively deal with the sources and employees to select them to perform the production effectively. Furthermore, HR manager will be responsible for the mission statement, hiring employees and placing them on the right position.

According to internal analysis, both managers and other stakeholders are working effectively but the production work was time consuming which was very difficult for them. Furthermore, external analysis is showing the competitiveness of the Andrew in the market and how the other companies are giving tough time.

### **Analysis**

It is my mission that Andrew will be the broadcast leader in the current market which is leading the company. The reason of leading the business in the market is that Andrew's strategy was very effective and the company always keeps its prices consistent. In this regard, the company will also manage second shifts for the production.

My goal is to keep customers buying my products at the highest rate in the field while working to lower my production and labor costs. I want to invest greatly into the quality control and workers to keep the public satisfied at the lowest costs. By lowering my production and labor costs I will be able to pass savings onto the consumer. I am hoping by having the best products available with the lowest cost it will drive the

consumers into trusting my company and being loyal consumers. If the demand for my products are high the stock price should raise, the demand should raise, and my profits should raise as well.

I will also take care to make wise decisions with marketing, by investing in good pricing, promotion, sales, and keeping a close eye on sales forecasts. I want to keep up with production without too much over stocking, and have my human resource department keep the company running smooth. To make my company popular with the population I will need to keep my products performing better at a lower cost than my competitors. With the publics support I hope the stocks in my company rise to the top of the field.

### **AFI Formulation**

The description of the formulations is telling about the business strategy. According to the business strategy, it is determined that the differentiation and the cost of the production and leadership. I will make sure that R&D associated with the stock issuance. Furthermore, It is formulated that Andrew will effectively work as well as the company's leadership of production life cycle will focus the selected for the low abandoned as well as traditional segments in the different rounds.

### **Implementation**

In this section, I am talking about the implementation information that how the strategy can be implemented on Andrew, for the purpose of well managed organizational development, production and the generating the profits. As per my strategy, Andrew needs many changes in

the infrastructure as well as needs the complete new design of the organization. In this regard, the new organizational structure will be designed and implemented in the last rounds in which the company's leadership CEO will effectively redesign the complete structure of the organization. Furthermore, it is discussed in this section that the new product manager will be hired and this product manager will have further two more assistants that always available in the production line to help him. With the help of these assistants, the company can effectively identify the actual problems faced by different workers in the production lines and they can easily provide the information to the product manager. On the other side, new strategic plan will be implemented in the company which effectively showing that the company will have to do many different types of changes. Being a finance manager, I will effectively make the prices reasonable and the production manager has to manufacture the items without wasting resources. The marketing manager is effectively making the products which increased the sales of the company effectively.

### **Recommendations for future Organizational Design and Corporate Governance**

In this section, I have discussed about the future recommendations for the future corporate governance and the organizational design of the Andrew. Furthermore, it is also recommended that the company should make an effective and well managed hierarchy of the company which will show every internal stakeholders of the company including the link or relation among each stakeholder. Furthermore, the study is also showing that each manager should have the assistants. On the other side, it is highly needed to make an effective strategy for corporate governance. The company's management should determine the new strategies to use the resources and must increase the working by considering corporate. Furthermore, the company should increase the diversity and must appoint the board members including the risk

management strategy implementation. When the product manager will work on basis of corporate strategy, the waste will be reduced, production will be increased and the effective marketing will increase the revenue of the company,

### **Strategy for the organization's future**

The future strategy of the company is that the management of the company will ensure the new design of organizational structure by hiring new employees. There may be a risk that the company may face failure in the market due to the increased prices and inefficiency in the production line. The leadership will effectively reduce the cost on the production of the products and try to make the every product affordable for every customer and the company will also earn its profit easily. In this regard, the management of the company will also improve the strategies and workability of the workers though providing them instructions and training. In this regard, the company will also increase the production and improve the strategies.

### **Conclusion**

It is concluded that the functional managers will also be authorized for the making the new code of conduct and apply these rules in the area. It is important for that the product manager to effectively study the market like target demographics, demand and fulfilment of demands, and state the production. Andrew needs to work on the strategy because the current strategy of

Andrew has many flaws. The new organizational structure is designed and implemented in the last rounds in which the company's leadership CEO will effectively redesign the complete structure of the organization. The company should increase the diversity and must appoint the board members including the risk management strategy implementation. The management of the company will also improve the strategies and workability of the workers though providing them instructions and training.

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