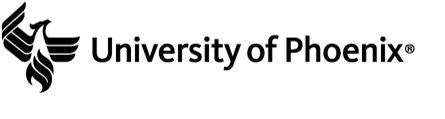
Organizational Analyses/DOW Chemical Company

Kiana M Hartman

MGT/526

05/04/2020

Cedrina Charbonnet



Wk 2 – Apply: Organizational Analysis

# Instructions

**Complete** the worksheet based on your chosen organization. Use [Business Source Complete](https://library.phoenix.edu/MGT526r1/w1) and your selected company’s website, annual report, and other available sources.

# Part 1: Organization Information

## Organization

DOW Chemical Company, American chemical and plastics manufacturer that is one of the world's leading suppliers of chemicals, plastics, synthetic fibers, and agricultural products (“Britannica”,2019).

## Mission and Vision

**Identify** the mission and vision of the organization.

|  |  |
| --- | --- |
| **Mission** | According to “Comparably” (n.d.), “To passionately create innovation for our stakeholders at the intersection of chemistry, biology, and physics.” |
| **Vision** | According to “Comparably” (n.d.),” Maximize long-term value per share by being the most valuable and respected science company in the world.” |

## Organizational Initiatives

**Outline** 1-2 major initiative for this organization. What are they currently doing to support these initiatives?

1. Initiatives
   1. Undergraduate Process Safety Learning Initiative - The global Undergraduate Process Safety Learning Initiative will focus on updating educational plan materials, expanding workforce ability in process wellbeing, and directing procedure security "training camps" for students at colleges ("Aiche", n.d.).
   2. Safe Materials for a Sustainable Planet – The signature initiative is to build up a supportable materials procedure, in which they are assessing their portfolio for tested sciences and setting a methodology for replacement, development or stewardship. With this system, they are focused on conveying 10 manageable options in contrast to the market ("Dow", 2018).

# Organizational Plans

**Describe** the plans employed by the organization. Determine which types of managers create each type of plan.

|  |  |  |
| --- | --- | --- |
| **Type of Plan** | **Description** | **Type of Manager** |
| Strategic Plan | A strategic plan is an elevated level outline of the whole business, its vision, mission, and values. This plan is the primary premise of the organization and will direct choices in the long haul. The extent of the plan can be two, three, five, or even ten years ("Udemy", n.d.). | Every level of management |
| Tactical Plan | The tactical plan depicts the strategies the organization intends to use to accomplish the ambitions laid out in the strategic plan. It is a short range (for example with an extent of less than a year), low-level record that breaks down the more extensive mission statements into littler, noteworthy lumps. If the strategic plan is a reaction to "What?", the tactical plan reacts to "How?" ("Udemy", n.d.). | Mid-level Manager |
| Operational Plan | The operational plan describes the everyday running of the organization. The operational plan outlines a guide to accomplish the tactical objectives within a sensible time span. This plan is profoundly explicit with an accentuation on short-term objectives ("Udemy", n.d.). | Low-level Managers and Supervisors |

# SWOT Analysis

There are various factors within the external environment of an organization that impacts its strategy.

**Analyze** the organization’s SWOT analysis. Identify the internal and external factors. Include a link to the SWOT analysis in the Reference section of this worksheet.

|  |  |
| --- | --- |
| Internal Factors | Strengths and Weaknesses – employees, management, finances, manufacturing capabilities, and culture |
| External Factors | Opportunities and Threats – competition, technology, political conditions, and economy |

# Part 2: Evaluation

**Evaluate** if the mission, vision, planning process, and SWOT analysis meets the current needs of the organization. Include the following in your evaluation:

* Describe the unmet need, (not limited to product or service, can be new demographic, new mode of delivery, etc.).
  + An unmet need of DOW Chemical Company is the investment in new digital technology. Given the size of development and various geographies the organization is intending to venture into, Dow Chemical needs to place more cash in technology to coordinate the procedures in all cases. At this moment, the interest in technologies is not at standard with the vision of the organization.
* Analyze your competitive advantages.
  + Based upon the SWOT analysis, is there another business that is doing something similar that can be referred to?
    - A business that is doing something similar to DOW Chemical is the Chevron Corporation. Chevron is in the Oil and Gas industry and their sector is Energy and Power. They are currently one of the leading brands in energy and power. Both DOW and Chevron target the market for energy sector needs ("Mbaskool.com", n.d.).
* Propose a competitive business initiative to address the unmet need. Opportunities for DOW to meet the need of investing in new technology would be:
  + New environmental policies– The new opportunities will make a level playing field for all the players in the business. It speaks to an extraordinary opportunity for Dow Chemical to drive home its advantage in new technologies and gain market share in the new product class.
  + Opening of new markets as a result of government agreement – the adoption of new technology standard and government unhindered commerce agreement has given Dow Chemical a chance to enter a new emerging market.
* Create a high-level timeline and operational steps necessary to implement your solution.
  + Business leaders and employees will need to collaborate to solve the internal problem of needing to invest in more technology. By doing this, the company can produce more technological changes. DOW will need to involve technology professionals to develop the new technology so they can help manage the change in the company. A process that will have the least ecological impact will need to be developed.
  + They must reclassify and retest their strategic decisions, utilizing digital technologies to develop. To rely on product and service discoveries, they must embed digital technology in the whole company as a center capability. This implies changing the whole chemical enterprise with a clear definition of what the strategy is, the role of the technology, and the pertinent business measurements and individual motivations ("Deloitte", n.d.).

# References

AIChE(n.d.). Retrieved from https://www.aiche.org/giving/impact/stories/dows-leadership-gift-launches-major-process-safety-education-initiative

Business Source Complete (2019). Retrieved from http://web.a.ebscohost.com/bsi/results?vid=11&sid=47fc3fa3-c319-4a51-8b98-d5ec5e5b1809%40sdc-v-sessmgr02&bquery=JN+%22Dow+Chemical+Company+SWOT+Analysis%22+AND+DT+20190920&bdata=JkF1dGhUeXBlPXNoaWImZGI9YnRoJnR5cGU9MCZzZWFyY2hNb2RlPVN0YW5kYXJkJnNpdGU9YnNpLWxpdmU%3d

Comparably(n.d.). Retrieved from https://www.comparably.com/companies/dow-chemical-company/mission

Deloitte(n.d.). Retrieved from https://www2.deloitte.com/content/dam/Deloitte/us/Documents/manufacturing/us-manufacturing-digital-opportunities-for-chemical-enterprises.pdf

DOW (2018). Retrieved from http://file:///C:/Users/pc1/Downloads/Dow2018%20Sustainability%20Report.pdf

MBAskool.com(n.d.). Retrieved from https://www.mbaskool.com/brandguide/industrial-products-and-chemicals/7826-dow-chemical.html

Udemy(n.d.). Retrieved from https://blog.udemy.com/planning-in-management/

**WEEK TWO GRADING RUBRIC**

**Student Name: KIANA HARTMAN**

**Assignment:** MGT 526 ORGANIZATIONAL ANALYSIS

**DUE DATE:** May 7, 2020

**[ORGANIZATIONAL INFORMATION](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_144-panel0)**

[10% of total grade… (10.00 / 10.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_144-panel0)

Organization and industry were completely defined.

**[ORGANIZATIONAL INITIATIVES](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_145-panel1)**

[10% of total grade….( 9.90 / 10.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_145-panel1)

Your organizational initiatives were completely outlined. In addition, you listed what Dow Chemical Company is doing presently.

**[ORGANIZATIONAL PLANS](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_147-panel3)**

[10% of total grade….. (9.90 /10.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_147-panel3)

All plans were listed, and the plans for the most part were extensive. However, you did not format your sources according to APA.

**[SWOT ANALYSIS](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_148-panel4)**

[10% of total grade…..( 9.9.00 / 10.00POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_148-panel4)

Pinpointed all internal and external factors contingent on organization’s SWOT analysis.

**[EVALUATION: DESCRIPTION OF AN UNMET NEED](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_148-panel4)**

[15% of total grade…..( 14.00 / 14.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_148-panel4)

You thoroughly described the unmet need.

**[EVALUATION: COMPETITIVE ADVANTAGE](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)**

[15% of total grade……( 11.90 /12.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)

Analysis of competitive advantage was thorough and supported with appropriate examples. Furthermore, you supported your writing with citations.

**[EVALUATION: COMPETITIVE BUSINESS INITIATIVE](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)**

[15% of total grade……(11.90 /12.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)

The proposal for competitive business initiative to address the unmet need was complete, and you included citations.

**[EVALUATION: TIMELINE AND OPERATIONAL STEPS](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)**

[15% of total grade……(11.90 /12.00 POINTS)](https://d2aqwpvls1cndj.cloudfront.net/ultra/uiv2019-02-26_20-56-48-release" \l "accordion0-id_149-panel5)

A complete timeline and operational steps for implementation were provided.

**FINAL RUBRIC** **( 89.20 / 90.00** )

FINAL FEEDBACK:

Kiana, I encourage you to review my feedback under each criterion located via the attachment. In addition, as a writer, you supported your evidence with citations; however, you did not format your sources on the References list according to APA. Also, your citations with not date could have been formatted, in a different way too. I only deducted .80 points for that issue. In sum, I appreciate your diligence to submit your assignment.

The link below illustrates how to format sources and citations.

<https://ecampus.phoenix.edu/secure/aapd/grammar/apa.asp>