Evaluation of the Driving Forces in the Industry

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**Description of the Organization**

The ABM Company was established as a fast food joint that offers a variety of local and international dishes. The traditions of the ABM Company are delivering world class food services to its consumers at the most affordable prices. The purpose of this company is to become a leader in the food and service industry while maintaining high standards of the quality of its products and services. It is driven by the vision of providing quality food and services to exceed the expectations of its esteemed customers. The mission statement of ABM Company is building long-term relationships with the customers and offering them exceptional services by pursuing its business strategy of global expansion through innovation. The core values of the company are treating the customers with at most respect while satisfying their needs, and increasing its presence in the market to offer its services closer to the customers.

The stakeholders of the network of ABM Company include the employees, who are the primary stakeholders and have significant impacts on the time and financial investments of the organization. The managers form the decision-making units and implement the decisions of the directors. The external stakeholders include the customers, suppliers and the government, who have direct impacts on the operations of the organization and influence its financial results.

**External and Internal Force that Drive Change in the Industry**

The internal factors that drive change in the industry where ABM operates include situations and events that occur from within the company, and therefore it has control over these factors. The technological capacity of the company leads to changes in its production patterns. The company keeps itself updated on the available and affordable technology that can be adopted to ease its operations such as computerization of some aspects in the finance department. The organization culture of ABM is another factor that influences the attitudes and behaviors of the individuals and teams within the organization. The company has a culture of embracing change, which has been positively adopted in all its operations. The organization culture is important to the success of any company in the midst of stiff competition (Gleenson, 2018). The employees' morale is another internal factor that determines the levels of strength and confidence of the employees. Committed employees are always ready for changes that improve the wellbeing of their company.

Some of the external factors that influence the process of change at ABM Company are the economy. A direct relationship exists between the industry and the prevailing economic environment. The performance of the industry depends on the economic factors such as inflation and deflation. The political influence is a major external factor that affects the survival of a company in the industry. Influences such as government decision, taxation, and regulation policies and political stability have a direct impact on the business environment of an industry (Gleenson, 2018). Another external factor that drives change is the competition in the market. The entrance of a new competitor impacts the operations of a company and pushes it to make newer decisions to withstand the stiff competition in the market.

**Choice of the Driving Force- Competition**

The state of competition in the industry depends on different components such as bargaining power of the consumers, the threat of new entrants, the power of the suppliers, the position of a specific company among the competitors and the threat of substitute products. The weakness of the forces of these collective factors translates to stronger performance of the company (Porter, 2018). The corporate strategy of ABM is to find a position in the industry where the company can defend itself from the actions of these forces, or influence their actions towards its favor. The force creates a collective force that forces the management to develop newer strategies for coping with them and making the company withstand stiff competition. Adequate knowledge of this factor provides the management of ABM with the groundwork for developing better strategies for coping with the competitive pressure. The force involves highlighting the critical strengths and weaknesses of the company, identifying its position in the market and identifying the areas that need the actions of strategic changes to provide the greatest returns. The strongest competitive force influences the profitability of the industry and therefore, the need for strategy formulation (Porter, 2018). For example, besides ABC having a strong market position, it is still threatened by potential entrants because they translate to lower returns and high risks of cost substitute for the products.

**Proposal to Cope with Competition**

The company can invest in technology to cope with the forces of competition. This tool can be used to increase the purchasing power of specific products or services from the suppliers. In a competitive industry, the buyers are offered many choices and therefore, for ABM to develop a competitive advantage, in such an industry, it will need to utilize technological tools and services in its production. The company can start by using basic technological tools such as the internet to advertise its marketing and establishing e-commerce platforms (Porter, 2018). It can develop rewards and coupons on various users of social networks, where the customers can be provided with coupons as redeemable rewards. This strategy can also be used to attract new customers, upon where the company can promote its products at discounted prices. This is a powerful tool that diverts the attention of the customers from the competitor to the products that are offered by the company. Technology can also be used to reduce the power of suppliers. High power can affect the company especially when they decide to hoard goods and services with an aim of increasing prices. The company should develop means of reducing these powers by identifying alternative sources of supplies. Technology can be utilized in finding other suppliers within the niche of the company, where B2B marketplaces can be used to bring buyers and suppliers together.

**Prediction of the Response of Employees to the Change**

Different categories of employees will react differently towards the proposed change. The eager beavers will easily adopt the changes. This category of the employee has the skills to make the change and have the right mindset towards the change (Signore, 2018). Their reaction will be characterized by excitement and enthusiasm and will be critical to the successful implementation of the proposed change. The tentative category comprises the employees that will be cautious and nervous about the change because they will feel the need for acquiring new skills. The employees may not have kept up with the pace of training and they will demonstrate their embarrassment for feeling as if they lag behind. This group will need additional training and professional development to facilitate their uptake of the change. The psychologically challenged employees will react by demonstrating some deep fear towards the change (Signore, 2018). This category will need professional counseling as opposed to professional development and training to achieve the change. They should be encouraged to adopt the employee assistance program to improve their preparedness. The company may help them in finding the positions that will be less demanding. The recalcitrant will comprise of the employees that are deemed to be most damaging to the proposed change (Signore, 2018). This category will comprise the individuals that will try to sabotage the initiative. They may have the necessary skills but lack willingness and the right attitude towards the change. They will feel threatened but condemn the organization for the challenge.

**Development of a Vision for Change**

The vision for change will be promoting ABM Company and increasing its competitive advantage, which will align to the mission of the organization. The proposed change will be tied to the mission of providing exceptional products and services to the customers through innovation. The change involves the extensive use of technology, which is the pillar of innovation. It will be communicated to the internal stakeholders on a common ground where the internal stakeholders will be provided with opportunities to provide their inputs.

**Prediction of how the Vision will Assist the Internal Stakeholders**

The vision will assist the stakeholders by providing them with the necessary training and infrastructure to support the change initiative. The infrastructure will include an access to the internet and browsing devices. Some of the considerations that may be posed by the stakeholders will include the job security of some employees after the implementation of the change. This consideration will be addressed by assuring them the security of their jobs, and notifying them that the change is meant to improve the competitiveness of the company.

**References**

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