Strategy Selection for Civic’s Pool Company

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Organizations aim at profit maximization with the market today full of competition. Companies that are not competitive enough are quickly thrown out of the market. The significance of a business in the market depends on its strategic objectives. These are the goals that a company deems most important for its health. The well-being of an organization matters both in the short-run and the long-run. An analysis of the company’s external and internal environment is essential in the development of sound strategic objectives (Rumelt, 2012). Civic’s Pool Service Company operates in a highly competitive market that requires it to make reasonable strategic goals. Most of the targets include planning of resources, innovation, and technology, market share, and productivity. These can be derived from the company’s SWOT and Porter’s Five Forces analysis.

*Strategic Objectives*

**Innovation**

It refers to the development of new strategies that enable the organization to stay ahead of the competition. Innovation requires the business to engage its research and development department so that it is constantly developing new products. The current rivalry in the market provides opportunities for the company to develop new products so that they can provide customers with a variety of goods and services.

**Increasing market share.**

A company’s market share refers to the area in which it has control in the market. For a business to expand, it must also increase its share of the competitive market. The company offers quality products and services that attract customers. This has created a brand image that enhances customer loyalty. The company aims at managing its operations differently so that there is no threat of new entrants into the market. Marketing is necessary while expanding a business because it increases the customer base. Civic’s pool company takes advantage of the economic potential of its region of operations and open new branches. It makes use of its advanced technology for marketing operations especially its online platform to inform people about their services.

**Productivity**

Increasing productivity becomes part of the objectives of business alongside growing profits. While increasing productivity, a company aims at waste reduction and improvement of products (Rumelt, 2012). The company focuses on expanding raw materials to improve its production capacity. With the grown raw materials, the organization will take advantage of its ability to use the available resources efficiently.

*Strategy Alternatives*

**Diversification**

It involves seeking new customers as well as developing new products (Slack, 2015). The strategy allows organizations to understand the needs of the customers that it has not served in the past. Penetrating new markets with new products can be highly risky but could as well pay well (Armstrong, Kotler, Harker & Brennan, 2015). Now that the current market is full of similar products, the organization should take advantage of its research and development department to identify a market niche.

**Market penetration**

It is a strategy that aims at increasing sales among the already existing customers. Marketers can convince clients to buy the same products with increased frequency. They could also buy them in larger volumes. Civic’s Pool Company has a well-trained marketing team that it could use to advertise its products to increase the company sales (Armstrong, Kotler, Harker & Brennan, 2015). The company could also use its online portal to raise customers’ awareness of their products.

**Strategic choice**

The success of a business lies solely in its strategic objectives. Civic’s Pool Services Company operates in a highly competitive workforce which calls for sound strategies in its operations. The company faces various threats including new entrants into the market, low prices by competitors and similar products in the market. I would choose the alternative strategy of diversification. The organization can make use of its research and development department to identify a market niche. It will then use its technology department to develop new products. The powerful marketing team will then market the products and ensure that it gets to every client.

 References

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