Strategy composition

Name

Institution

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My chosen two global competitors are Ekintop office furniture solutions and Dongguan Webber Steel Office Furniture Co., Ltd. The two furniture manufacturing companies are situated in China. They specialize in furniture production. They differ in that, Ekintop produces mostly wooden furniture while Dongguan Webber Steel Office Co., Ltd specialize in metallic furniture. The two companies compete for the market. That means each company utilizes its opportunities using its strengths to satisfy its customers. For effective competition, each company studies the weaknesses of its competitor and use them as sources of threat for the competitors. I will discuss each company in detail and how they coexist in the market.

Dongguan Webber Steel Office Furniture Co., Ltd has existed since 2004 as a manufacturer/factory business type("China Steel Furniture manufacturer, File Cabinet, Network Cabinet supplier - Dongguan Webber Steel Office Furniture Co., Ltd.", 2019). Its strengths include the exquisite technology, excellent service, and elegant design of the products provided to the customers. The company has received high praise. There are domestic and international markets ready for their products. As much as they sell to the locals, they also export to Japan, Asia, Europe, Australia, America and South Africa among other countries which sum up to more than 20 outlets, countries and regions. The products cover seven series from lockers, mobile filing cabinets, partition, office desks and tables, school equipment and pedestals, and storage shelves. It utilizes technology in its dealings. They have a Research and development team which is equipped adequately to carry out the research on any challenges in the markets and come up with new ideas. In Guangdong there is convenience of transportation. They also have weaknesses. For example, they produce purely steel products whereby some people would prefer wooden products. Their large orders can take up to 15 days which is a long period for the clients who want their products supplied immediately. The opportunities they have include the large international markets which take up to 51% - 70% export percentage("China Steel Furniture manufacturer, File Cabinet, Network Cabinet supplier - Dongguan Webber Steel Office Furniture Co., Ltd.", 2019). They have overseas agents and their export license. Some threats come up while doing business. Dongguan Webber Steel Office Co., Ltd faces some threats like the competition from its direct competitors like, Ekintop office furniture which produces wooden furniture. Webber does not provide wood furniture, and that might be a source of threat. Its overseas markets may be affected by international regulations imposed by the country they operate.

Ekintop office furniture manufacturers also known as Foshan Esun Furniture co., Ltd is a company that has two factories and an office in Hong Kong("Office furniture manufacturers, Office furniture solutions, Ekintop", 2019). It is characterized bythe production of office furniture for healthcare, institutional and commercial markets. The company has its brand and an office. Fosha Esun Furniture co., Ltd has its strengths. It focuses on design and innovation, functional, high quality, made-to-order service, and flexible products. They also have 12 years in the industry. The workforce is diverse, and they have expertise in every area of office furniture. They have home markets and market abroad. They have a professional sales team which has helped them propel their sales volume to about 40 million. Their customer base has expanded to more than 9000("Office furniture manufacturers, Office furniture solutions, Ekintop", 2019). Their weaknesses include providing only wooden furniture whereas some customers would refer metal furniture. Their opportunities include the increasing demand for office furniture from commercial to institutional order. Many people are opening businesses, and businesses need furniture. The technology is changing. Old versioned furniture is getting out of market and relying on the new generation furniture. It is an opportunity for Ekintop office furniture manufacturers. Threats in the business may include the high rate of deforestation. Due to deforestation, Chinese government and other government may impose high tax rates for wooden products to discourage forest clearance.

Ekintop office furniture solutions and Dongguan Webber Steel Office Furniture Co., Ltd are direct competitors because they all produce office furniture. Even though they provide furniture with different materials, they are competing for the same market. Again, they are located in Guangdong, China whereby the proximity increases the competition. Due to their proximity in production, they must be competing for both local and international market. Competitors look at each other for strategic basis for competition.

Ekintop office furniture solutions’ competitive advantage is that; it produces wooden products while Dongguan Webber Steel Office Furniture Co., Ltd produces steel furniture. They both have a local and international market. They have diverse workforce which can handle different designs as per client demand.

I would be pleased to form a cooperative strategy with Dongguan Webber Steel Office Furniture Co., Ltd. I would look for a region they have not invested and make it my supply point. For example, I would prefer to work from California, such that they ship the furniture direct to California then I can supply from here.

To build a competitive market profile, I would go for advertising. I will use all means of products promotion starting from social media marketing, to advertising, personal selling to promote the products. I would also go for supplying quality products to the customers which would make my clients come for more and refer more clients to my business.

A balanced scorecard is a management and strategic planning system which is used by organizations which are measurements for success, shows strategic objectives and organization is trying to achieve as well and the connection between mission, vision and organizational strategy towards its success("Balanced Scorecard Basics | Balanced Scorecard Institute", 2019). Using balanced scorecard, organization can prioritize projects, align day’s work with the set strategy, communicate what they trying to achieve and measure the progress.

References

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