Situational Analysis

Student’s Name

Institutional Affiliation

Situational Analysis

**The Firm**

The mission of the pet supplies company is to provide clients with a wide selection of high quality pet foods and supplies at fair prices. The vision is to be a recognized pet supplies company not only in the local market but also at the national level while at the same time becoming a first choice for pet supplies to pet lovers.

The firm has several strengths. Some of the main strengths include ability to reach local customers and meeting some of the gaps in pet supplies that exist in the pet supplies industry. The gap relates to the inability by bigger companies to offer personalized pet supplies to pet lovers.

The firm does not have a strong financial position. However, most of the operations will be at the locality meaning that there is no need for enhanced financial condition in the current marketplace.

Several weaknesses of the firm include low financial strength and poor access to larger markets. The firm does not possess the ability to provide pet supplies to pet lovers in other markets neither at the regional level nor at the national level. The weakness could reduce its sales revenues.

The management philosophy is to ensure that impeccable customer service is offered through providing personalized pet supplies to its clients. The philosophy is in line with meeting the needs of customers at the local level while fending off competition from established pet supplies companies in the industry.

The organizational structure tells me that decisions are made by the owner. Such a structure is favorable for a small business venture as the pet supplies company in question. It ensures that the owner has complete control over the decisions that are made at the organizational level.

**The Product**

The organization offers high quality pet supplies to pet lovers in the neighborhood or local level. There is a great gap in the local market and thereby providing these supplies poses to be a great opportunity that should be exploited by the business. The number of pet lovers has also been increasing and meeting this need is a great business opportunity. The pet supplies can also be personalized to meet nutritional needs of pet lovers and their animals.

Consumers that require the product that is being offered into the market are people who have pets at their homes. Pets have in the recent past become very popular among people in the community. Such increased demand in pets means that the demand for pet supplies will only increase. Such an increase in demand is a great opportunity that should be exploited through providing pet supplies in the marketplace.

The promotion methods that should be used include circulating pamphlets to the locals and using local media platforms to reach pet lovers. Use of pamphlets is cheap and would be effective in letting customers know about the new product in the market. Distribution of pet supplies will be done directly to the end-consumers since the firm only provides pet supplies at the local level.

The pricing strategy that should be used is cost-plus pricing. The strategy will ensure that the firm has some profit left for further expansions of the business in the coming years. The marketing strategy has a great advantage over others that are associated with competitors. It is one that is centered on pet lovers and this means that the company may create personal touch with customers unlike other established pet supplies companies in the market.