

Beeline Business Evaluation

Student's Name

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Introduction

Beeline is a service company. The company deals with computer software solutions, mainly through sourcing as well as effectively managing its extended labor force. At present, Beeline is rated amongst the top vendors of VMS services (Vendor Management Services) particularly regarding outsourced and the total expenditure among its staff. Currently, different corporations operate at various external environments. For instance, some firms exclusively operate at external environments, while others at macro and micro environments. In this particular case study, the focus is on external environments that only include all external factors affecting investment. Such factors include economic factors, political, technological, and social factors that are also known as the PESTEL analysis of a corporate structure.

Beeline's Company Assessment

The study in this section regards Beeline. The critical focus on Beeline relates to the VMS systems available. As such, critical marketing strategies for investment, education, and the tourism industry in the area, which is a crucial contributor to the economic welfare of the organization, are discussed (Meurer and Ayar, 2015). After that, essential recommendations are offered concerning the demands of the report. Prior information regarding the marketing environment of Beeline is a succinct central opening of the environmental scanning and its magnitudes in stipulations of Beeline's industrial environment. Further, through extensive research, the paper has analyzed the market settings of the region through micro, macro, and SWOT analysis. In the last segment of this report, recommendations are offered as to how Beeline will strategically position itself to solve its current challenges—particularly those identified in the paper.

Environmental scanning is a method of assembling, collecting, analyzing, and disseminating the information to relevant bodies for strategic or tactical purposes. Throughout the process, individual and factual information concerning the business environments is collected (Meurer and Ayar, 2015). To critically understand Beeline's environmental scanning, it is crucial first to identify the business structures within the region. As earlier discussed, the business structure directly affects the environmental scanning.

Every region or corporation is responsible for the market environment it establishes. The already built environment directly affects the operations of an organization as well as the organization's structures. Additionally, Beeline's Vendor Snapshot (2018) adds that the atmosphere created by a country or a situation affects the opportunities and resources available and influences how they are exploited.

In respect to Beeline as a case study, environmental scanning is significant as a substantial objective of the region. As such, the investment and tourism decisions made directly affects the marketing environment they had already created. Beeline's Vendor Snapshot (2018) argues that the development of these strategies for such an active region is crucial for the development and sustained growth of the business environments within the area.

Beeline's PESTEL Analysis

Beeline's environmental scanning is imperative for the investment industry to step up and critically evaluate the actual solutions for the challenges facing these respective sectors. With this information, the capabilities of improving the marketing environment and enhancing their activities are developed.

Investment decisions are the initial stages of business. In this respect, an environmental scanning of Beeline can extensively aid entrepreneurs and investors in comparing their business decisions with those of their competitors. For instance, before the commencement of the business investment decision, the information from environmental scanning gives an investor alerts of an impending marketing challenge. Beeline Vendor Snapshot (2018) suggests that if these obstacles are noticed before any investment approach is made, solutions to the same problems can be exploited. Still, in the argument, there are wishes that the tourists within the region, including employees employed in the tourism industry of Beeline, would wish addressed (Meurer and Ayar, 2015). Such solutions can only be sensitized through changing the current market environment. Therefore, it is through the scanning process that qualitative and crucial information concerning the marketing environment of Beeline is obtained. This information can further be used in strategic approaches and resource stimulations.

At Beeline, the economic and political macro environmental factors are key aspects that have a possible potential of affecting the tourism industry. Meurer and Ayar (2015) elucidates that this is due to their frequent occurrence, and in most cases, these factors are constant. For instance, the low wages for workers in the region is driven by both economic and political macro environmental factors (MarketResearch.com, 2017). Corruption is a political factor that the local governments are incapable of regulating. The overall effect of crime is reduced wages for these workers, as some of the money is lost in fraudulent activities. However, for the long-term industrial impact, technological and social factors may also affect the tourism industry.

Additionally, these elements may not be natural for Beeline to regulate due to their slightly less visual effect and their tendency to mature slowly (Meurer and Ayar, 2015). Therefore, time is a crucial factor for Beeline to consider, as this may affect the tourism environment with time. These macro settings are essential for the future image of Beeline's sector. In this regard, scanning the market environment is critical.

Social macroeconomic factors affecting Beeline's district includes the declining rates of birth as reflected in national trends. This implies that in the future, the enrollment percentages of students in primary schools will be low compared to a decade ago. Additionally, other demographic factors such as the enrollment of students using English as their second language have also affected enrollment rates (MarketResearch.com, 2017). Beeline's Vendor Snapshot (2018) says that the integration of Beeline 's students with particular needs is also a critical social factor affecting institutions in Beeline.

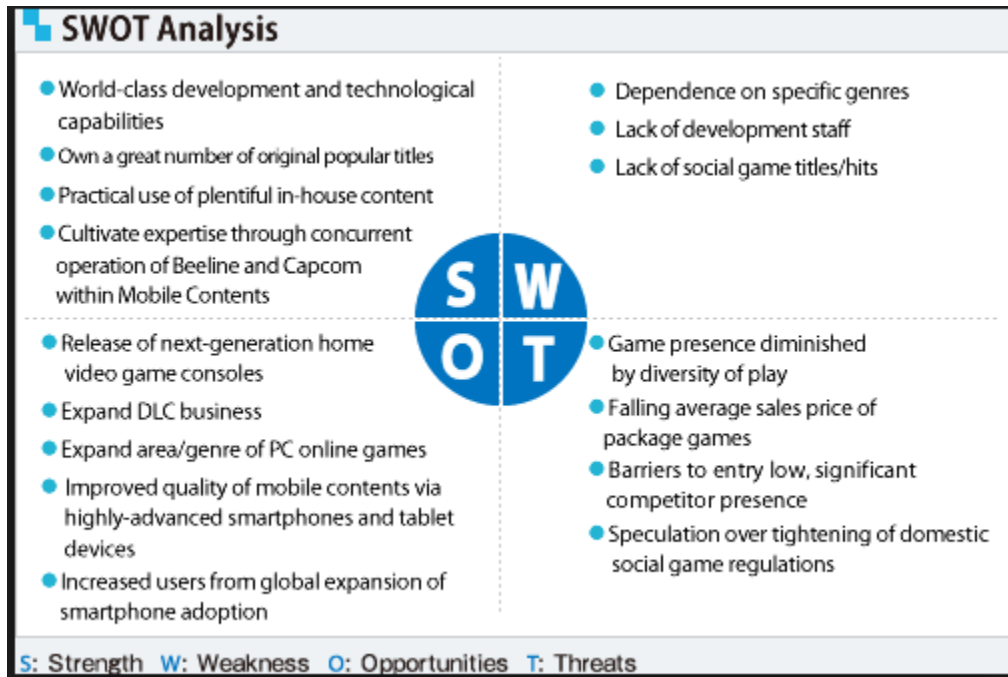
For technological macro factors, they have been improvements in the equipment installed in these schools based on the world's education standards. Currently, computer hardware in

schools have been outdated, and the introduction of e-books to learners an improvement of books have been advanced.

Lastly, there are legislative policies in Beeline's education sectors that have ensured the law is complied with and strictly adhered to. For instance, local governments have created legislation to protect children from mistreatment by teachers. Further, the age at which students are enrolled in schools has been raised to ensure that the enrolled students are up to standards (Beeline Vendor Snapshot, 2018). Another legal requirement that the company will require is a patent. These legal regulations are similar to a non-disclosure agreement. They prevent and protect other individuals or businesses from producing, copying, or selling products. In this case, the Beeline's service delivery without the permission of the manufacturer. As a result of the innovations and diversions that the company intends to incorporate into new machines, there will be a need for the organization acquiring patent permission to regulate the insecure sale of vehicles.

Beeline SWOT analysis

Figure 1: SWOT ANALYSIS



Strengths

Beeline’s service delivery will be made up of high horsepower that will enable the safe and easy passage of the vehicles, especially on roads with two lanes. The majority of consumers will be attracted by such innovations. The horsepower is also a strength of the company due to the impressive nature that implies more consumers will be taken by the horsepower. Lastly, high horsepower means that Beeline’s service delivery will be swift.

Weaknesses

Beeline’s service delivery comes with high insurance rates due to the considerable investment of capital, human resources, innovation, and ideas. Approximately, the insurance cover for these vehicles will be about \$1900 every month, which is expensive compared to

ensuring other vehicles of a reasonable quality and standard (MarketResearch.com, 2017).

Beeline's service delivery will also face the weakness of fuel wastage.

Opportunities

One of the most exceptional opportunities for Beeline's service delivery car company is the potential market for high-level people. The potential market is greener with approximately 10 million people who can afford these machines.

Threats

The threats to the company are majorly founded on the high capital investment required for entry. As such, the company may face a threat to entry. The high prices for these vehicles is also a threat to society due to the availability of a few rich people with the capabilities of purchasing such vehicles.

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