Jeffery Morse

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Before attempting to respond to this post, refer to the “Forces of Change” Activity.

The forces of change covered in the article were Workforce Demographics, Technology, Globalization, Market Conditions, Organizational Growth, and Poor Performance.

Select one of the companies mentioned in the text that missed an opportunity.

Polaroid Corporation

What is the reason(s) stated for the missed opportunity?

Polaroid was unable to adapt to the rapid advances in the one-hour photo development and digital photography technologies. But not only this as I have had dealings with Polaroid in the past. As an attempt to save the company they tried to transform into the LED, LCD television market. Unfortunately, they sacrificed quality to save time and money and the t.v. had a very high rate of failure. To compound the problem customer service was horrific. In my case, they overcharged me for a replacement screen then sent the wrong one. When I called to tell them they sent the wrong one they refused to exchange it for the correct part. When I asked them how I was to get the correct part they expected me to purchase a second part from them for three hundred dollars. I responded by asking them, "What is to prevent you from sending me the wrong part a second time?" They answered this was a chance I would have to take. I haven't purchased a Polaroid-branded item again, and since within a year they filed bankruptcy I would guess that this was not an uncommon event.

What are the implications of this for you as a business manager?

As a business manager, one of the most significant changes in the world concerning business is the transformation of the U.S. from the product to service-based business model. U.S. people do not like to receive low quality for their dollar, but what they love less is receiving sub-standard service. As a business manager, it is critical to make the customer happy.

List a couple of things you think you would do to avoid this error.

1. Don't sacrifice quality for costs, find another way to save, look for innovations.

2. Offer quality, and keep service quality even at a higher level.

3. Embrace Change.

How would they assist you in being competitive?

These might assist in the form of costs savings, reputation for quality and service, innovation-which may bring a first mover or even blue ocean advantage.