

Business Report- Ineos

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Introduction:

Ineos is one of the leading multinational chemical companies based in the United Kingdom. The multinational corporation is one the world's fastest growing and largest manufacturing companies (Ineos Holdings Limited, 2018b). The company was formed in 1998 by Jim Radcliffe in order to acquire British Petroleum's facility in Antwerp, Belgium (Ineos Holdings Limited, 2018c). Since its inception in 1998, the company has grown at an increasing pace, expanding to around 171 sites across 24 countries. Ineos Ltd. employs over 19,000 people across the globe and has turnover of \$ 60 million (Ineos Holdings Limited, 2018a). Ineos is responsible for producing raw materials that are necessary for the production of a wide variety of goods such as paints, textiles, mobiles phones, and medicines. In other words, the multinational company is engaged in the manufacturing of chemical that can be used to enhance various aspects of life.

Ineos, in the recent years, has diversified from the chemical processing activities into other business sectors that include fracking and clothing (as excerpted from the case study). The chemical manufacturing company has achieved significant growth in the industry under the leadership of Jim Ratcliffe. Jim Ratcliffe has been the Chairman of the company since its inception in 1998. He created a company that produces chemical that are used in a wide variety of products. He had built his empire on buying up and turning around part of big corporations that were sold off. Jim Radcliffe made a fortune of £ 21 billion and became the richest man in the United Kingdom.

Strategic management is the discipline that is concerned with the formulation and implementation of the objectives that will be undertaken by the company. Strategic management enables the managers to consider the resources and capabilities of the organisation and formulate appropriate strategies that will enable the business organisation to obtain a competitive edge in the market (David, 2011). Strategic manager takes the help of various tools and techniques in order to effectively gauge the internal and external environment and develop strategies that will enable the organisation to enhance the performance levels. The strategic managers most commonly comprise the members of the top-level management of the organisation.

The business report provides an insight into the internal and external environment in which the chemical manufacturing company operates. The business report will utilise various strategic tools and techniques to conduct a critical analysis about the micro and macro factors that have the potential of affecting the chemical manufacturing company. The business report will also perform an analysis of the current strategies and recommend the option that the company should take which would be most beneficial for the organisation. The report also provides an insight about the barriers that the strategic managers might face while implementation of such strategies. The report will also elaborate on strategies which will be aimed at overcoming such barriers to implementation.

Environmental Analysis:

External Environment Analysis :

An external environment analysis contains all the external factors or impacts that have an influence on the business operations of the firm. In addition, the analysis also helps in aligning the policies with the organisation's environment (David, 2011). In other words, such analysis is a key effort into strategy construction. The external environment can be analysed with the help of various statistical tools and techniques. Some of the tools that will be utilised includes pestle analysis, porters five forces model, opportunities and threats of the organisation.

Opportunities and Threats of Ineos

Swot analysis helps in recognising the internal and external factors which in turn will have a direct impact on the future performance of the company. The opportunities and threats are considered to be one of the external factors and these help a firm to know its chances of growing in the industry and the threats faced by them (Hill, Jones and Schilling, 2014).

Opportunities- Acquisitions is a significant step in terms of development strategy with stronger revenues and bigger markets in performance materials which in turn will help the company to diversify its product line and attract many customers towards itself. In addition, the major business sectors of Ineos are licensor of technologies to the petrochemical business, supplier of catalyst, coating and mechanical staff which in turn benefits the firm in capturing a larger portion of share in the industry. Ineos believed that sustainability is essential to what manner they do

business. The company has a knowledge that the population is increasing quickly, putting enormous pressure on its resources. The company has enough dispersion and tie-ups in the international evolving economies as well.

Threats- The environmental supervisory bodies have banned various products of Ineos in a proposal to diminish environmental deprivations which in turn hampers the productivity of the firm. The main competitors of Ineos are The Dow Chemical Company and BASF SE which in turn might force the firm to experience threats from its rivals and thereby its reputation is also affected. However, the labour regulations and public release bodies have also added to the afflictions of the manufacture services of the company. Furthermore, the company had to face challenges which in turn has become a major threat for the firm. The application by Ineos for discovering shale gas in South Yorkshire has been prohibited by native councillors and thereby bringing the number of strategic decisions to seven which has gone against fracking corporations this year (Vaughan, 2018).

PESTLE Analysis

A pestle analysis is an outline or tool that is used by the dealers to investigate and monitor the macro-environmental issues that have a direct influence on an organisation. With the help of such analysis, the influence of several decisions before execution can be assessed.

Political Factors- The UK is a constitutional domain that runs under the effect of a governmental system. The country is said to be an unbiased, stable nation with adequate opportunities for those functioning within and the nation as a total. However, the Government of the UK takes appropriate measures in order to address the weakening economy which in turn involves a mixture of fiscal and financial advantages.

Economic Factors- The country has a strong economic situation in relation to other countries. In addition, it has an extraordinary GDP, dissimilar economy which in turn becomes easy for the firms to carry out their business activities in that country. The economic position of London influences the entry of currency in terms of exports. The demands of the stakeholders are also met by offering them suitable returns.

Social Factors- The country has been influenced historically by the concept of social class. In addition, Ineos has established a diversity of new products and markets in order to furnish for the requirements of dissimilar rivalries and religions. The country has an exceptional lifestyle of its consumers which in turn becomes suitable and efficient for the company to maintain the quality of the facility that is being offered to them.

Technological Factors- The country is one of the most technically advanced nations in the world. In addition, the progressive technical infrastructure provides financiers indefinite chances to do business in the country. The company adopts advanced technologies in order to fulfil the prospective customers and therefore helps in increasing the market share of the firm. The country has sufficient technological developments which in turn helps in gaining superior revenues and offers easily available services to the customers.

Legal Factors- The legal issues are associated with creating new administration by the government for UK when it is necessary by government. In addition, the legal structure of country is measured as one of the greatest legal schemes of the world and the Government of the UK has few rules that are beneficial for the economic development of the country. Moreover, better service opportunities are delivered to the people in the country which in turn improves the productivity and profitability of the nation.

Environmental Factors- The environmental aspects play a substantial role in the success of the firm. The government of the UK has played a significant role in the development of European environmental standards with all creation of EU policy. In addition, the atmosphere of the nation is very friendly and there is a co-operative method amongst the individuals for accomplishing their common aims and objectives.

Porter's 5 Forces Model

It is a tool for investigating the rivalry of a business. It pulls from manufacturing organisation economics to develop five forces that define the competitive strength and therefore the attraction of a business in terms of its productivity (Solberg, 2017). The model is used to scrutinise the industry structure of a firm as well as its business policy.

Rivalry of Competition- The chemical manufacturing business is strongly competitive and therefore there is huge number of producers, each competing for a portion of share in the market. The company operating in the UK faces difficulties in distinguishing itself from its competitors. In addition, several chemicals are commodities that are being traded on the basis of value. The high level of rivalry can drive costs down and the corporation have to look at approaches to offer value added facilities if they intend to gain superior price recognitions.

Threat of Substitute's- The threat of substitutes for the chemical business is moderate in the industry. Even though it is feasible for the chemical suppliers of the firm to develop additional products for the consumers, it can be challenging job in order to do this. It rather involves a solid R&D sector as well as a high degree of information of the customer's processes. On the other hand, a dealer who can produce a new low budget product that is a feasible choice for the consumer, can achieve an important competitive benefit.

Threat of New Entrants- The threat of new entrants in the chemical manufacturing business is moderate and conventionally, such industry is being controlled by players in the US, Europe and Japan. However, the growth of manufactures in hydrocarbon making areas is transferring the design of international chemical production. Moreover, the speed at which the company develops the capabilities for increasing the production facility will determine the level of competition that it needs to provide to the incumbents.

Bargaining Power of Suppliers- The negotiating power of suppliers in the chemical industry is low. As there are hundreds of suppliers in the industry, the negotiating control is severely inadequate. The purchasers can log on to a B2B gateway and thereby gain information and quotations from organisations through the world. The chemical industry largely depends on few enormous dealers for raw material resource.

Bargaining Power of Buyers- The bargaining power of customers is high and hence, the purchasers are gradually using online gateways to research suppliers and find those that best meet the needs and wants of the customers. A website that offers access to traders can be of much use to the firm that needs chemicals. An online gateway specifying in the chemical segment can

offer information about the capabilities and historical records of the suppliers. In regard, these gateways can be beneficial to considerably increase the negotiating power of consumers.

After analysing the external environment analysis, it has been observed that the company faces fierce competition from its rivals in the chemical business. Due to the competition in the industry, it becomes very difficult for the company to survive and grow in the overall business by simply focussing on its chemical business activities. Hence, in order to achieve its long-term business growth objective, the company has evaluated different business alternatives and has diversified into business streams like fracking, clothing of motorcycle riders, land rover cars and sport in order to attract enough number of customers. Since there is huge competition in the chemical industry and there are numerous competitors, the company experiences different types of challenges in the business environment.

The strategic diversification for the Ineos Group is not up to the mark because the diversified products are new and it's new in this product line and hence, the company has less idea about the diversified products. This in turn becomes difficult for the firm to understand the needs and wants of the customer, and the type of products the customer exactly wants. In addition, the company faces serious competition from the different business units which are already established in the product line in which the firm has diversified its business operations. So, in order to attain its overall long-term growth and objective, the company should design its 4P and 4C model in order to carry out the business activities more appropriately and efficiently. Additionally, the company should plan its pricing strategies and promotional activities more effectively for attracting numerous customers.

Internal Environment Analysis

In addition to the external environment, the situation that exists within the organisation also plays a crucial role in the determination of factors that affect the performance of the company. The sustainability of the business is contingent upon the strengths and capabilities of the business organisation. Internal environment refers to the factors that exist within the organisation, and has the potential to affect the way that the company operates. The internal environment includes the employees of the business organisation, the company management board, and the resources and

capabilities. The internal environment, also referred to as the micro environment, includes the conditions, events and factors that influence the operational efficiency of the organisation (Wilson and Gilligan, 2012). The human resources form a critical component of the internal factors of any business organisations.

The internal environment can be analysed with the help of various statistical tools and techniques. Some of the tools that will be utilised includes McKinsey 7s, strength and weaknesses and the resources of the organisation.

Resources of Ineos

The resources of a business organisation can be segregated into four parts, financial, physical, human and technological. Such resources form the internal capabilities of the firm. In the case of Ineos, being a chemical manufacturing firm, the company has a wide variety of resources. In terms of the human resources, the company employs over 19,000 people across the world (Ineos Holdings Limited, 2018b). The company takes care to recruit people that have had previous experience with chemical or oil industry. Ineos takes care to recruit people that have worked with reputable brands like Bayer, British Petroleum, Hoechst, Enichem, Norsk Hydro and Solvay (Ineos Holdings Limited, 2018b). The Chairman of the chemical manufacturing company claims that the goal of the organisation is to recruit the top talents and extract the best practices from such people and incorporate such knowledge across all the spheres of the organisation. Since Ineos is a highly diversified business, with established market presence in agriculture, bio fuels, coatings, constructions, cosmetics, electronics and several others, having the top talent, enables the business organisation to obtain a competitive advantage in the related industry (Ineos Holdings Limited, 2018d).

The financial resources of the company comprise money that will be available to the company to be spent on various activities. The financial resources include disposable money that the company may possess. Such resources consist of the current assets and other financial assets of the company. It is what the company uses for carrying out the operations of the business. According to the annual reports of Ineos, the total current assets of the company as on the year ended 2017, was € 11,048.2 million (Ineos Group Holdings S.A., 2018). The financial assets of

the company also form resources of the organisation, for the year ended on 2017, was € 28.3 million according to the annual reports (Ineos Group Holdings S.A., 2018).

The physical resources of the company consist of assets of the company that are tangible. According to the annual reports of Ineos, the total property, plant and equipment of the company as on the year ended 2017, was € 4255.4 million (Ineos Group Holdings S.A., 2018). This was a significant improvement from € 4007.4 million of the preceding year. The technological resources of the chemical manufacturing company include the innovative high quality and low-cost production facility, and large plants (Ineos Holdings Limited, 2018e). In addition, the company follows a sustainable innovation strategy, in order to reduce energy consumption and waste production (Ineos Holdings Limited, 2018f).

Strengths and Weaknesses of Ineos

SWOT analysis is a strategic tool that enables the managers to gain an understanding of the internal and external capabilities. The SWOT framework helps the strategic managers in assessing the capability of the organisation. The SWOT model facilitates the process of identification of the company's external opportunities and threats and the internal strengths and weaknesses (Malhotra and Peterson, 2014). This section of the report will focus on the strengths and weaknesses of the company, since they are the internal factors. The strengths of an organisation are the factors and characteristics that the company may possess, which would give it an advantage over the competitors in the industry. On the other hand, weaknesses of the company include the characteristics and factors of the organisation that have the potential of placing the company at a disadvantageous position in the market.

Strengths- The strengths of the Ineos include the possession of low cost production facilities which are of state-of-the-art quality in over 171 locations worldwide (Ineos Holdings Limited, 2018e). The chemical manufacturing company has several large plants that benefit from the economies of scale, since the larger production quantity reduces per unit cost of the products. Ineos has also invested in plants at several favourable locations across the globe (Ineos Holdings Limited, 2018e). The management of the manufacturing company has had years of experience at reputable companies in the chemical and oil industry. In addition, the company has high degree

of diversity, with established market presence in agriculture, bio fuels, coatings, constructions, cosmetics, electronics and several others (Ineos Holdings Limited, 2018d). The company enjoys a reputable market presence as one of the World's largest chemical groups with an annual turnover of \$ 60 million in the year ended on 2018 (Ineos Holdings Limited, 2018b). Ineos also benefits from the competitive position that it enjoys being a large-scale producer. The UK based company also employs leading technology that paves the way for strategic opportunities.

Weaknesses- The company experiences few major issues where the brand does not have the control over monetary business and the movement of cash. In addition, the firm has to experience different types of problems and law suits, which in turn harm the status of the brand and the organisation's creditability is also affected. One of the major weaknesses that is being faced by the firm is that there is huge competition in the marketplaces, which in turn might have a negative influence on the company's operations. However, the company also faces better risk due to over dependence on dealers, which in turn is affecting the productivity and efficiency of the business. Since the firm is one of the leading chemical manufacturers in the industry, it has also experienced challenges in shifting to other product sectors with its current culture. This gradually becomes difficult for the brand to diversify its products and attract numerous customers. Moreover, it was risky enough for Ratcliffe to take the decision to leave BP and set up his own company, because while setting up a new venture, it might have to experience difficulties. In addition, the leadership style and skill of the company are moderate, as a result of which the firm needs to improve the knowledge and working capability of its staff members.

McKinsey 7s

The model is frequently used as an organisational analysis in order to assess and monitor changes in the internal situation of the company. The model will help in analysing the internal structure, its strategies, systems, skills, staff, style and shared values (Hollensen, 2010). In addition, the tool will also aid in analysing the business performance of the firm. The framework can be used to recognise what needs to be readjusted in order to increase the performance or to maintain alliance during other varieties of change.

Strategy- Ineos tries to maintain its strategies by producing chemicals and other innovative products in order to maintain its competitive strength and to attain its goals and objectives on time. It mainly concentrates on the needs and wants of the customer by developing the new products and facilities in order to satisfy the consumer requirements.

Structure- The Company maintains a quick, flexible and economical moderate organisational structure in order to have a strong accountability, which in turn would become easy to attract enough number of customers. Additionally, it is also necessary for the firm to avidly innovate what is necessary for the individuals by offering sustainable resolutions to its consumers.

Systems- The employees of Ineos are highly involved in contributing their best towards the daily activities of the firm. It rather will help the firm to run its business operations more smoothly and effectively.

Shared Values- The company with a keen interest generates innovation for its shareholders and thereby maximises the long-term importance by being the most respected corporation in the world. In addition, the critical elements such as vision and mission values of the firm provide understanding and offer enthusiasm in order to help the organisation to grow and attain its goals.

Skills- The skills of the company include those competencies that have developed with due time. In addition, the firm has made co-operative development with its consumers in order to offer molecules for R&D, which in turn would help the company to fulfil the requirements of the customer.

Style- The Company tries to maintain a leadership style and approach for the firm by diversifying its products and attracting many leaders towards its organisation. Additionally, this will help the firm in achieving long-term value and growth of the business.

Staff- The staff members of the firm have really contributed their best towards the achievement of its desired goals and objectives. In addition, the employees have their knowledge in gathering information regarding the chemical and other products as well.

Financial Analysis :

Current Ratio

Table 1: Current Ratio

	2016	2017
Current Ratio		
Current Assets	4,782.20	4,325.70
C u r r e n t Liabilities	1,779.20	2,202.00
	2.687837	1.964441

This ratio is being used to measure the ability of the business in order to pay its long term and short term obligations. The ratio can offer a sense of the efficiency of the operational cycle of the corporation or its ability to turn its product into currency. The ideal current ratio that is acceptable for an organization is 2:1. It has been observed from the excel calculations that the current ratio for the year 2016 is higher in comparison to the year 2017 indicating that it is tending towards the ideal one in 2016. The reason behind the current ratio of 2017 is due to the increase in the liabilities which in turn might be little riskier in the future. It also indicates that the firm has little trouble in paying back its short term obligations. Additionally, it does not essentially mean that the business is in a much falsified financial situation but the creditors may not obtain their assets in time.

Net Profit Ratio

Table 2: Net Profit Ratio

Net Profit Ratio	2016	2017
Net Profit	1,233.40	1,998.30
Sales	12,609.90	15,210.40
	9.781204	13.13772

Net profit ratio is a short term dimension because it does not disclose the business actions to maintain effectiveness over the long term. It has been observed from the excel sheet that the net profit is increasing constantly over the years indicating that the company is delivering better constant net returns. On the other hand, the net profit for the year 2016 is low in comparison to the year 2017 which signifies that even though the business has generated huge quantity of sales, it could not survive sufficient incomes in that period. It also signifies that the industry is left over with very less quantity of sales after recompensing off its appropriate expenses.

Recommendations

The performance of the business is very important for an organisation to carry out its business activities. It plays an essential part in empowering the management of a firm's performance for attaining the goals and objectives of an organisation. In addition, the best approach, which will help the business in gaining its reputation in the market, is to offer the customers with excellent quality chemical and other products as its rivals. This will help the company to attract enough customers and increase its product line in the industry. In order to maintain its competitive level in the industry, the company should focus on developing new and innovative strategies and design exclusive product line in order to attract enough number of customers and capture a larger portion of share in the industry.

It has been observed from the external and internal environment analysis that the company is performing moderately in its overall business activities. The company faces fierce challenges, which are affecting the productivity and profitability of the firm. It is recommended that the firm should focus more on its competitor's strategy in order to make sure that it is also following the same strategies. This is because; in future this might help the firm in increasing the profitability

and efficiency of the company. It is recommended that the firm should frame its business strategies in such a way that they comply with all the requirements as mandated by the UK Government for conducting business in an efficient and ethical manner. However, if the business is not conducted in the manner as prescribed by the government, it will have an adverse impact on the overall business operations of the firm. Additionally, the firm is recommended to improve its product line so that more customers are attracted towards it. Since the firm has already diversified its product line, it is suggested that it should enter into a new market in order to expand its consumer base. In order to improve its overall business performance, the company should concentrate more on its 4P and 4C model to carry out the business activities of the firm.

Product- It refers to goods or a services that are being offered by a company. Generally, a product should meet a definite customer demand or be so convincing that customers believe that they require it (Baker, 2014). Ineos is one of the leading chemical manufactures in the UK and thereby the company should design its product line in such a way that it meets the needs and wants of the consumer. It is recommended that the firm should develop new products in biodiesel and salt related products in order to enhance the productivity and efficiency of the business.

Price- Price is the rate that the customers has to pay for a product. The dealers must link the cost to the products' actual and alleged value, but should also consider the opponents' prices as well (Morgan, Katsikeas and Vorhies, 2012). Since the company faces fierce competition from Dow Chemical Company, it follows a competitive pricing policy for its products. The motive behind such pricing strategy is the high negotiation power of the customers, which in turn will induce them to switch the brands simply. However, it is suggested that the company should follow flexible pricing strategy and thereby should offer discounts on chemical products in order to attract huge number of customers towards the brand.

Place- It outlines where a corporation can trade its product and how it will be supplied to the marketplace. The company is performing moderately in the industry, but it should focus more on opening up new retail stores in the UK and in almost all the countries all over the world. In addition, Ineos should make sure that they have a solid distribution system for its salt brand, because this will help the firm in expanding its product line and attracting numerous customers.

It is also recommended that the company should have several retail stores so that more consumers are aware of it.

Promotion- It involves advertising strategy and public relationships. It is necessary for the company to undertake suitable promotional activities, which in turn will help it to communicate with the audience, the features and utility of their products. It is recommended that the firm should use different types of advertising strategies in order to attract enough customers and encourage the brand and products. In addition, the firm should promote its chemical and other products by offering discounts and several promotional schemes to the customers. This, in turn, will help the company to achieve its long term goals and objectives. Moreover, Ineos should also focus on developing different types of programs for the employees so that they can contribute their best towards the success of the business. However, it is necessary for the company to improvise its 4C model so that it becomes easy for the firm to run its business operations.

Consumer- Customers play an important role in enabling the business activities of the firm. It is recommended that the company should focus more on the needs and requirements of the customer, be specific about the product it desires and ensure that it meets the expectations of the consumers. This is because; fulfilling the necessities of the customers will help the firm in attaining the desired goals and objectives in future and therefore enhancing the profitability of the business.

Cost- It is such a factor, which helps in determining whether consumers will purchase or avail the products or facilities. It is necessary for the firm to keep a minimum cost for the product and maintain its competitive strategy, which in turn will benefit the company to attract enough customers towards the brand. It will also aid the company to target a new market and the ones, who are cost conscious.

Communication- Communication plays an essential role in enhancing the product line. It is recommended that the company should promote its chemical and other products with the help of advertising and direct marketing. In addition, it should also communicate more with the consumers to have a knowledge about the necessities of the customer. This, in turn, will help the firm to improvise its product line and meet the expectations of the consumer.

Convenience- It is important for the business to ensure that its chemical and other products are also available online so that more customers are aware of them and can utilise those products more often. The firm should also make sure that all the products are in all the retail stores all over the world so that it becomes more convenient for the customers to avail them. Additionally, the company should always find out new methods to interconnect with its existing customers and ensure that their products are delivered on time.

Barriers in Implementing the Strategies

Strategies help an organisation to direct in a positive way and also aid the individuals to attain the strategic goals and objectives on time. In addition, a strategy is an agenda, within which the administrative choices are being made and thereby those decisions impact the environment and direction of the firm (Chaffey and Ellis-Chadwick, 2012). However, if the strategies are not executed properly, the companies might face issues which in turn will lead the firm in a wrong way. The company will also face barriers in undertaking decisions, which in turn might hamper the productivity of it. Additionally, if the company lacks a strong, outstanding and encompassed strategy, it will be difficult for the firm to implement its policies in attaining the goals. However, if the strategies are not implemented properly, the company will have to face direct consequences, which in turn will hamper the profitability and efficiency of the business. Lack of implementation of strategies will demotivate the employees and thereby they will contribute less towards the success of the organisation (Mullins, et al., 2010).

Misunderstanding between Tactics and Policy- One of the major barriers that is being faced by the organisation is confusion between the tactics and the strategy that is being undertaken by the firm. In addition, misunderstanding arises and thereby leads to inconsistency among the employees of the firm. This gradually leads the firm in a negative way and thereby it is not able to accomplish its objectives and meet the expectations of the customer. Confusion among the employees in the firm will give an opportunity to the competitors to plan their strategies more wisely and effectively. The supervisors might concentrate more on short term strategies that help in trading a product than on a policy that targets at long term sustainable competitive benefit. On

the other hand, a strategic focus necessitates the support of the holistic method of marketing planning to materialise the approach.

Organisational Obstacles- It refers to the interruptions in the movement of information amongst the workers, which in turn might result in a marketable failure of the firm. The company might experience barriers such as undertaking new decisions that are not covered in the procedure and developing innovative plans without the support of higher management, which in turn affects the eminence of the workers. This, in turn, will demotivate the employees to contribute their best towards the success of the organization. Furthermore, various hierarchical levels in the company might result into the forfeiture of information in diffusion, and because of this, the communication might get hindered. This becomes difficult for the supervisors of the firm to pass information regarding any chemical product to the higher level and thereby affects the efficiency of the business.

Lack of Knowledge and Communication Skills- The success or failure of a firm frequently relies on its capability to connect with its employees. Lack of communication or knowledge might lead the firm in experiencing conflicts and unnecessary stressful situations, which in turn will affect the productivity and efficiency of the firm. Moreover, communication barriers pose one of the most important challenges that is being faced today in the company while implementing the strategies. However, superior communication in a structural relationship is possible, only when the firm identifies the dissimilarities and thereby becomes flexible in accommodating and understanding the visions, attitudes and communication style of other individual. In addition, communication obstacles are the outcomes of several shortages that have a tendency to misrepresent the communication and thereby affect the victory of the supervisors in accomplishing the goals and objectives of the organisation. Lack of knowledge and information will lead the firm in a negative way and thereby the company faces lot of issues in implementing strategies for the business. Furthermore, the constant problems have always centred on behaviour of the consumers and market segmentation is an extremely challenging concept to hold even at the intellectual level. Due to this problems, the firm might lose its trust of the customers and would not be able to attract any more consumer in future.

Segregating the Marketing Function from Operations- The company faces obstacles, where the functions of the firm are being segregated from its procedures, which in turn is affecting the daily operations of the business. The same is thereby hampering the productivity of the employees and confusion arises in the management, which in turn becomes difficult for the company to achieve its desired goals and objectives. In addition, the line supervisors of the company look on the new section with disdain and see requirements for policies and procedures which is likely to have a direct effect on its actual and more persistent problems. Such segregation of the marketing functions in implementing the strategies for the business might create massive confusion among the top management and the supervisors, which in turn might have a direct impact on the overall long-term growth and development of the firm.

Lack of Systematic Approach to Planning and Execution- While implementing the strategies, the firm might experience hurdles in planning and executing the policies and procedures. In addition, the firm might fail to recognise the competent means in order to produce constant and optimal outcomes. Inadequate systematic approach might lead the firm in a negative way and therefore the company might fail to achieve the goals and objectives on time. Moreover, the huge inconsistency in the marketing tactics leads the firm in not coordinating the business activities among themselves and thereby making it unsuccessful in satisfying the needs and requirements of the customer. This, in turn, reduces the productivity and profitability of the firm. One of the major obstacles faced while implementing the strategy of the corporation is arranging the efforts and determining the effectiveness, structure and approach for executing the objectives. In this regard, failure to measure the effectiveness of the approach might hamper the success of the business and can weaken the whole operation.

Overcoming the Barriers

Developing a great strategy for a company is an essential part of the business. It also helps a firm to achieve great success in the industry but at the same time it has its repercussions as well while implementing the strategies. Therefore, it is necessary for the firm to overcome the barriers in order to have an effective marketing policy. Communication, which is one of the most significant features of a business organisation, in turn leads to the direction of anticipated success by making

others respond with thoughts, views, evidences and feelings. In addition, effective communication is vital to be established in a corporate organisation to offer essential information and thereby to improve understanding amongst all the workers so that the efforts towards the firm are successful, efficient and effective. It is also recommended that in order to overcome the tactics and the strategy, the information should be vigorous in nature and should be communicated from the top level management, which can make it easy for the firm to overcome from indefinite circumstances. The company should design its strategies in such a way that they aid in facilitating the employees towards the contribution of success of the business. Furthermore, it is very important for the company to reduce the conflicts and unavoidable situations by maintaining a smooth synchronisation and collaboration between all the levels of the organisation.

Effective communication is significant in the organisation, as it helps an employee to gain understanding of others and thereby enhances the productivity and efficiency of the firm. Without proper communication skills, an employee cannot communicate with the one's subordinates or top level management and therefore it leads to confusion in the organisation. However, the marketer should also focus on working with other staff members apart from the employees in chemical department such as engineering and research and development to manufacture innovative products and increase its product line and consumer base. It should also emphasise on the logistics and channel management disputes and appropriate budgets and sales sectors in order to overcome the obstacles to operative retailing and collecting pertinent market intelligence. Furthermore, in order to overcome the non-existence of systematic approach, it is recommended that the firm should work in collaboration and co-operation in order to attain the desired goals and objectives on time. It should make sure that all the approaches are systematically managed so that it is aligned with the organisation's goals and objectives.

In order to overcome the organisational hurdles, it is important for the firm to develop communication policies, which in turn will help in decreasing the amount of organisational conflict and thereby will increase implementation of strategies. It is also recommended that the firm should provide proper leadership policies with the information it necessitates for interacting

with its customers. This, in turn, will allow to boost the self-confidence and trust of the employees, which will facilitate the firm in satisfying the requirements of the customers and therefore increase its customer base and loyalty towards the brand (Foxall, 2014). Moreover, the firm should keep in mind that conflict can be used for risk alleviation and that the company needs to recognise the fear or worries that might be effective. It is recommended that the company should have the capability to recognise opportunities and risks and thereby develop a proposal of action rapidly so that the decisions and strategies implemented by the firm are efficient and effective. This will also help the firm in accessing information regarding chemical products and its diversified products more appropriately in a timely and reliable approach.

It is very important for the firm to maintain its tactics and the strategies so that there is less confusion among the employees in the firm. Less confusion will lead the firm in meeting its goals and objectives. In addition, the firm should frame its tactics and policies so that enough customers are attracted towards the business. The employees should try to avoid conflicts among themselves, because this will hamper the productivity of the firm. It should ensure that it is maintaining a competitive level, which will help it to compete with its competitors and will also benefit it in capturing a larger portion of share in the industry. Furthermore, knowledge management is the implementation of a structured procedure to benefit information and knowledge flow to the correct person at the right time so that they can perform more successfully and efficiently to discover, share, comprehend and use information to generate value for the firm. It is recommended that in order to overcome the absence of knowledge, effective knowledge is very important. This is because; it will aid the corporation to know what type of knowledge is essential or should certify that it should have a policy, which will help it to access the type of information they require. It is essential for the firm to generate a strategy in order to capture the safety accessibility to and involve workers in using the captured knowledge. In regard, there are numerous best practices that the firm can consider when enlightening its knowledge management abilities.

Co-operation is vital for attaining the predominant goals and objectives. It is thereby essential for the firm to align the marketing functions and operations with the organisational objectives. It is

the responsibility of the firm to ensure that its team members of the organisation are informed about the implementation of the strategies and its business operations. It will further help the company to develop its strategy in a co-operative setting and thereby also facilitates in evading miscommunications in the corporation. This will benefit the firm in meeting the needs and wants of the customer as well and will enhance its profitability in the business.

Conclusion

Strategic management is the administration of the organisation's resources to accomplish its aims and objectives. It rather includes setting up purposes, scrutinising the competitive atmosphere, investigating the internal corporation, assessing approaches and safeguarding that management rolls out the planned through the organisation (Hitt, Ireland and Hoskisson, 2012). In addition, the business culture, abilities and capabilities of the workers and organisational structure are significant features that impact how a firm can accomplish its definite objectives. However, creating an obstacle between the development of strategies and their implementation can thereby make it problematic for the managers in determining the goals and objectives of the firm. It is the duty of the supervisors to manage the workers in such a manner that in turn exploits the capability of accomplishing corporate objectives. Additionally, strategic management helps in identifying how the firm stacks up in comparison with its rivals. It also helps in identifying opportunities and threats facing the company, whether they come from within the business or from its rivals. It has been observed that Ineos believed that sustainability is essential in what way they do business. The company has an understanding that the population is growing rapidly, putting huge pressure on its resources. It has utilised its staff members, employees to an extent in order to achieve its goals and objectives on timely basis. It has also been observed that the firm has diversified its products in other areas as well so that more customers are attracted towards it and henceforth the product line can also be increased to a great extent. It has also been observed that the firm faces major threats in fracking, which has lowered down its profitability. The company has developed 4P and 4C model in order to implement the strategies and improve the business performance of the firm. With more developed strategies, the firm is able to enhance the productivity and efficiency of the business and capture a greater portion of share. It has also been

observed that Ineos should concentrate on increasing different types of plans for the workers so that they can contribute their best towards the victory of the business. The firm has faced many challenges while implementing its strategies, which has affected the reputation of the firm and to some extent has made the firm lose the trust of the existing customers. In addition, it has also been observed that all the tactics are steadily managed so that it is united with the group's goals and objectives.

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