

OAK TECHNOLOGY LTD



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Organisational Analysis

Organisation name

Oak Technology Limited, often shortened to Oak Technology Ltd.

Type of organisation

Oak Technology Ltd. is an information technology services firm which helps hundreds of business owners to identify, implement and maintain their technology.

Size

Oak Technology Ltd. has thirteen employees: a Client Service Director, an Operation Director, Office Manager, Lead Developer, two Junior Developers, Business Analyst and .net Developer, three Senior IT Technicians, one Sales & Account Manager, and two Accountants who operate from London where their main offices are.

Range of products and services provided

Oak Technology Ltd. provides a comprehensive portfolio of integrated IT support services and computer network solutions. Their main services include: IT support, Hardware & Software, Cloud Computing and Website Support and Development.

The company is divided into five departments covering technical services, sales, marketing, accounts and administration. They dedicate one person from each department to look after each client to ensure the best practice in customer relations.

Customer base

Founded in 1999, they currently service over 120 business customers from London and anticipate continued steady growth. The company is mainly focused on the B2B market as they develop professional software programmes specially created for housing associations and other professional bodies like all members of the commercial shipping industry worldwide.

Main competitors

Oak Technology Ltd. main competitors are other IT companies which have more internal staff and cover not only London, but maintain offices in other cities as well. One big competitor based in London is Superior Software Ltd. The company provides Software and Hardware Integration and WCF Web Services, which means they can link systems and software together.

Company Goals, Mission and Values

Oak Technology Ltd has a clear goal to have more online presents and to launch their new version of Funeral Directors Management System called Revolution and wishes to attract more professionals to start using the software. The company believes that the product is good and their long term experience and knowledge helped them to create one automated system which can help thousands of companies and individuals. The team's mission is to find the best channels of communication and marketing in order to launch the product on time, to increase the revenue and the sales.

The company values are trustworthiness, accountability and integrity. The members of the team wish to start a marketing campaign and to send clear and positive message to the public and promote all services and products.

Company Stakeholders

Bailur (2006) has marked that the stakeholders analysis involves the use of categorization that is very subjective as it matters who produce the analysis and makes the contrast between "important and/or influential" or "primary or secondary" in her project case. She disputes that it is difficult to know how to classify stakeholders, whether they are primary or secondary, what their interests could be, how they might work as a group, and if and how they can be handled. Furthermore, stakeholders involved in a project change all the time which makes difficult to define them.

Stakeholders are persons, groups or institutions with interests in a project, programme or campaign. In order to start distinguish stakeholders it can be useful to start by looking at the universal shareholders and identifying those categories and types for the particular context (*INVOLVE, 2005; ODA, 1995*).

- ***Internal Stakeholders***

Oak Technology's internal stakeholders are those ultimately affected by the campaign and its message. The key internal stakeholders who can significantly influence, or are important to the success of the message campaign are:

-The Financial Director who is creating the budgeting plan for the campaign and whose interests are to allocate all resources properly in order to support the campaign. Based on his researches and analyses, he will support the launch campaign through the right channels and media.

-The Client Service Director who is responsible for engaging and establishing good business relationship with the clients. His role is to understand the client's needs and based on these needs to communicate with the internal staff in order to improve Revolution software. His requirements for the campaign message is to be clear and to make point on how exactly Revolution software will fulfil their expectations.

-The Developers who are developing the product and improving all software futures. Their function is to make sure the software works without failures. They will expect the campaign to point exactly

on these futures which make the software compatible with all devices and how easily clients can use the interface.

-The Sales Manager whose responsibility is to push the sales of the software has interest the message to be clear in order to give better understanding of the product, why it is better comparing to the other competitors products and how the software advantages will benefit each user.

- *External Stakeholders*

External stakeholders are individuals or groups outside a business project, campaign or organisation but they are affected by it. Examples for Oak Technology's external stakeholders are its clients, external agencies or potential investors. They are the targeted audience for the product launch campaign. The message which they will receive needs to grab their attention and to be explanatory. The external stakeholders need to understand why Revolution software could work well for them. Clients will expect the product to be completely functional and unique, as well as customised to their own needs and preferences. They will expect Oak Technology Ltd to deliver good service and to respond on any enquiries on time with professionalism.

SWOT Analyses

SWOT Analyses help Oak Technology Ltd to take a deeper glance at their business from more objective scheme, so they get a clearer idea of what the business does well and what it battle with. The SWOT process also forces them to think about the future; not just tomorrow, but for years ahead. SWOT helps them build a long term strategy that takes advantages of the company's essential strengths and opportunities by working with the gain, not against it.

<i>S</i>	• Oak Technology Ltd was established in 1999 and has proven track record of happy customers, reliable products and professional services • Employees are well trained with motivation to work and achieve goals • They have experience with working with big organisations as well as quite a few charities and not-for-profit organisations
<i>W</i>	• Small team and not enough sales people to promote the business • Lack of marketing orientation and ability to find the best way to promote the services • Slow product development and service improvements
<i>O</i>	• Revolution Funeral Software to be sold to professionals who can benefit from the product and also use any other services which Oak Technology Ltd offers • The marketing campaign to be successful and to bring more customers who will increase the revenue • The Sales and Marketing team to be increased and trained in order to learn essential marketing techniques and sales better
<i>T</i>	• Other competitors products which are already on the market • Laws and Regulations • Data breach and data security • Employment law

PESTEL Analyses

Oak Technology needs to identify external factors within the environment that could have an impact on their operations. Many of these factors will be things that the organisation has no control over, but the implications of which need to be understood.

A popular tool of identifying these external factors is the PESTLE Analysis, which can be used to help the company and consider Political, Economic, Social, Technological, Legal, and Environmental issues.

P	- Government policies - Legislation - Brexit and the Covid-19 impact on businesses
E	- Economic recession - Wage rates and minimum wage rates - Cost of services increase
S	- Social Media and Online Presents - Education and skills which includes further training on staff - New trends and development techniques, better programs and resources - Clients' needs and preference change
T	- 24 hours support services - Energy save equipment - Faster PCs and servers - Online sales
E	- Paperless technology - 10 % discounts on services and referral fee commissions - Electronic invoices - Online service catalogues
L	- GDPR rules - Data security laws - Employment law - Health and safety regulations

Staff Training, Personal Development and Internal Communication Methods

Barton (2016) states that well-established tools and well-defined processes give the internal communication function a solid foundation upon which to build great communication programs. Oak Technology Ltd. tries to follow that by creating simple and clarified rules within the organisation and all employees work as a team to ensure awareness of the launch of new products and services. The company is ready to launch their new version of Funeral Directors Software, Revolution therefore

internal marketing tools and good communication methods allow sales managers and business developer managers to dynamically interact with the developers to build greater product, launch awareness and knowledge to effectively reinforce key propositions.

In this period of considerable industrial change Oak Technology's attention is being placed on the practical tasks of designing new ways of organising, managing and educating workers for both the tasks of production and the pressing requirements in some sectors for more 'meaningful', more developmental and more satisfying experiences of work.

There is no internal Marketing manager within Oak Technology Ltd., therefore the role of the Sales Manager will be significant.

In general the primary role of the Sales Manager is to prospect new clients by networking, cold calling, advertising or other means of generating interest from potential clients. He must then plan persuasive approaches and pitches that will convince potential clients to do business with the company. He has excellent communications and persuasion skills along with the ability to set goals. This helps him to progress and develop sales techniques. His sales techniques can be implemented while doing online marketing as the company goal is to have more online presents. In order for him to improve his capabilities and knowledge there is a suggestion for him to participate a Social Media Marketing course and learn about how to use the social media platforms to find more clients and sell the software. The company understands that they do not have enough online exposure and nowadays the influence of the Social Media is significant.

Training and development is a crucial activity because it provides employees with knowledge regarding their roles and skills, competence required to perform effectively in their positions (Suazo et al., 2009). Moreover, the way in which training is confined can influence investment in the training process. Management can change employees' concepts of training programs through the information that they provide to employees regarding the content of a training class. For example, Quiñones (1995) demonstrated that describing a training course as remedial or advanced influenced trainee motivation and performance.

Conclusion

Oak Technology Ltd is a company that is well established on the market. It already has its large pool of clients; however moving to another level of development with a good marketing orientation will help them to achieve the goals of selling more products, services and the Revolution Software. It is crucial for the organisation to identify the channels for online marketing and identify the weaknesses which at the moment are connected to the fact that there are no internal marketing professionals.

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Appendices

Training and Development Plan							
Organisational Objective: To ensure the Sales Manager have relevant qualifications and knowledge							
Training and Development Required	P r i o r i t y	For Whom	W h e n	Expected Benefit to the Individual	Cost* (indicate source of funding)	Who is responsible of arranging	Review Date
Social Media	1	Sales Manager	Start During June 2020	The course will help building an effective social media strategy and build product awareness	Free certification course https://academy.hubspot.com	Sales Manager	Monthly Supervision with the Client Service Director Expected Completion June 2020
Fundamentals of Digital Marketing	2	Sales Manager	Start During June 2020	The course will go into depth about organic search, and how to develop optimized web pages	Free certification course https://learndigital.withgoogle.com	Sales Manager	Monthly Supervision with the Client Service Director Expected Completion June 2020
Diploma in Social Media Marketing	3	Sales Manager	Start During July 2020	The course will help learn more about budgeting for social media and frequently used social media marketing terms	Online certification course https://join.shawacademy.com	Client Service Director	Monthly Supervision with the Client Service Director Expected Completion July 2020