

# STRATEGIC SOLUTION FOR CORAL DIVERS RESORT

*Strategic Recommendation: What do you advise Coral Divers to do? Core divers Resort (CDR) should focus on making their current business operation more.*

If there are high barriers to industry, the industry will continue to maintain high profitability. Low barriers to entry will result in a lower average of industry profits. Porter Five Forces Analysis The supplier power is minimal, the business is service based and is vertically integrated. A forceful takeover could oust a legislature. Competing players also exit the industry because of the changes and low demand. Coral Divers Resort Revised should employ economies of scale to manage costs of production. Substitute and product benefit Alternatives to the product or substitutes may not be able to provide the same benefits May often lead to additional costs incurred. Innovation The quick pace of technological change at Coral Divers Resort Revised may be driven through innovation. Because of this, retailers are expected to offer a wide range of the same product category. An increase in organization taxation on business profits has a similar impact as an expansion in expenses. All of these very different practices can effectively end up with the same results; the mortality of coral reefs around the world. Sources of production for Coral Divers Resort Revised The main sources for production are the following: Supplies from vendors " sourcing from independent suppliers. Coral Divers performance to date is steady. Coral Divers Resort Revised will be focused on research and development during this phase. The higher competition leads to imitation of products and systems. Is the resource competitively superior? Working environment security and wellbeing laws build up guidelines intended to dispense with individual wounds and injuries from happening in the work environment. In addition, with Rascals experience, Coral Divers can utilize the specialty service and return client base. Only recently has the world started to become aware that if they do not protect their precious touristic resources; the invaluable industry will soon die out. SWOT analysis is a strategic tool to map out the strengths, weakness, opportunities and threats that a firm is facing. The driving forces are likely to increase in the future, there has been increase in the population of scuba divers in the last 20 years and the economy is recovering from the last meltdown. Overall bargaining power of suppliers is assessed to be moderate. Exploration of different diversification options. It is not very likely for players in the industry to integrate forward into on-trade or retail businesses. Limitation on earning expectation and capability of firms in an industry The threat of entry in the industry, consequently, puts a cap at the earning capacity and profit capability for Coral Divers Resort Revised. Hire Writer In this case, accommodation, amenities, and quality diving excursions is means in combating threat of new entrants, and the degree of rivalry. Pentagonal analysis 3. Overall, the threat of substitutes is assessed to be moderately high. Strategic Marketing The marketing strategies must now focus on building loyalty. Use consumer-centric means of segmentation and targeting. The recent surge in airfares and the changing demographics are potential could reduce the customer base of diving resorts. Switching costs towards alternatives becomes higher, and consumers may not switch to substitutes. These disturb business tasks for Coral Divers Resort Revised. Maturity stage 3. Nature of product Products offered during this stage re doubtful as success and life of the product is unproven and not known. Since they have established themselves, people will be able to trust and want to use Coral Divers for family vacations and know there is knowledge for adventure diving. It must be always be updated on any technological developments in the business and industry. Social media and business growth Coral Divers Resort Revised can make use of social media to interact and reach with consumers Social media can also be used to reach the target market audience more effectively Social media is cost-effective and strategically more influential for Coral Divers Resort Revised 3. Brand management Producers have begun to make use of brand management techniques and contemporary merchandising by launching bold brands, label designs and marketing campaigns to become more identifiable to the public. Time line can provide the clue for the next step in organization's journey. In other words, it shows how CDR can quickly convert its assets to cash without a loss in value if necessary to meet its short-term obligations? Service and amenities provision to customers is really important. In this case, many of the weaknesses are the opportunities available, and with success in opportunities combat threats.