

## An Overview of Business Planning of Multinationals: Case Study of Fire-Starters

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### **Abstract:**

*Business proposals assess the strategies of business planning of a company. It is necessary for the companies to evaluate their visions, and analyze that how they can compete in the marketplace. E-commerce has become a source of shopping for most of the customers. It has changed the shopping style of the customers as they just order the products online, and the products reach toward them without wasting their time in going to the shopping malls and looking for the favorite products. All you have to do is to search for the product you want and order it online. This article explains the mission and vision statement of the company, Fire-Starter's. The main purpose of this article is to evaluate the business proposal of Fire-Starters as Multinational Company. In the end of the article, a conclusion and brief recommendations are given.*

**Key words:** Multinational Company, Management, competition, business activities

### **INTRODUCTION:**

Internet has created a phase where people can chose what is the fashion and what should be their fashion. E-commerce has

increased the expectations and requirement of our young customers. It has become very easy for the customers to order for their favorite products, just by sitting at home. Once they order the product, within few days, the product reaches at their door. It is necessary for the online dealing companies to improve their business plans and business strategies, so that the customers do not face any issues in online shopping (Hosbeg.com, 2013)<sup>1</sup>. These days internet has become an important part of shopping, so the company website should be dynamic and different than others (Scoremonroe.org, 2013) <sup>2</sup>. Below is given the business proposal report for the Multinational Company, Fire-Starters. This report is inclusive of the mission statement of the company which attracts the customers for shopping.

Clothing businesses are becoming very much popular in the market and most of the clothing businesses are dealing online. The customers also prefer shopping online in order to save their time and their money. Fire-Starters' is an online company which provides its services to the small towns and communities all around United States. Services of company are inclusive of the youth choice products and clothing. To attract the customers, the target customers, it has become important for the company to introduce the products which are easily affordable by the customers, and which are in demand by the customers. The website of the company is very entertaining for the customers to surf. The company has a range of customers who are almost half of the population of the country and following the fashion is part of their routine life.

### **MISSION STATEMENT OF ORGANIZATION:**

Mission statement of the Multinational Company, Fire-Starters is that, "To be a trusted and reliable online retailer company is fashion clothing". The company offers different and unique youth fashion based clothes in small towns of United States of

America. Company is working hard to fulfill the demands of our customers. The company has an objective of satisfying its customers by providing the quality products in fewer prices.

### **ONLINE VALUE PROPOSITION OF THE COMPANY:**

The company provides several online value propositions to its customers. These propositions are inclusive of free shipping which is a good strategy to attract customers. When the free shipping is added to the delivery of the product, the price of the product does not affect the customers. The company also provides a live help section to its customers where they can contact the management of the company regarding price issues or demand of the products. Moreover, it has introduced the policy of 90 days return policy (Burns, 2014) <sup>3</sup>. The customers appreciate such type of return policies and they are attracted toward the companies who offer the return policies. The company is working on some new value propositions in order to attract more customers. Increasing the customers will increase the revenue of the company.

### **ONLINE REVENUE MODEL:**

It is necessary for online business to follow some online revenue model to increase their outputs and revenues. Online revenue model helps the company in increasing its revenues. Online revenue model of the company has different options which are being used by the company in order to upsurge its revenues. The company is using the strategy of increasing the revenues by “Revenue from pay per view access”. The company also earns revenues from CPM display advertising on the site. CPM stands for “cost per thousand”. It is a unique technique which is being used by many of the online business retailers these days. In this strategy the website owners charge different websites

for posting their ads on the website of the company (Hawthorne, 2014) <sup>4</sup>.

### **TARGET MARKET AND MARKETPLACE POSITIONING:**

It is seen that the population of United States is more attractive toward following the latest trends in clothing, specifically the teens of the country. Fashion is the requirement of the teen age people in any country. Fashion is a part of teen lives. The target market of the company is the teen ager community of the small town and small communities of the country, United States of America. Target age of the customers is between 13 to 18 years which are quite a half of the population of the country. Internet is a very good tool which is being used by the teens of the country for most of their tasks including the shopping of their clothes. The company expects near \$200 million this year from the online shopping of teen agers of age between 13 years to 18 years. The company will soon introduce a wide variety of clothes for the new born babies as well so that the parents do not need to go all along to the shopping centers for buying the clothes (Ingram, 2014) <sup>5</sup>.

The company has become a well-known company amongst the teen age people of the country because of its unique and fashion-able products. The company is providing the products to its customers which are high in demand. The company has attained a good position amongst the online clothing business and it has a good reputation in market which helps it in attracting more customers.

### **INDUSTRY AND COMPETITOR ANALYSIS:**

Industry and competitor analysis helps the companies to improve their performances. The fashion industry has become a wide industry and the competition in the industry is increasing day by day. There are already so many online fashion cloths

retailers in the industry, and the company believes that the competition is very tough. Some big names like Amazon are already a choice of many people. All the companies that provide online services are a competition for the company. A number of media companies that are not directly in competition with company are fashion based companies (Skillsportal.co.za, 2012)<sup>6</sup>.

Different online companies are providing the same products and there is no difference in the products. The company will provide those products in comparatively less products to increase the competition. As stated above, there is already very much competition in the market, the company needs to improve its marketing and management strategies. This is the way through which the company can make its performance better and become more competitive toward the other online business companies (Berry, 2014) <sup>7</sup>.

## **ISSUES RELATED TO THE MANAGEMENT OF ORGANIZATION:**

The company runs on the pattern of a mail order business which is being managed by the owner of the company, Jill Stranton. A big issue which is being faced by the management of the company is the trust of the customer. Many of the customers who are ditched in past by some online retailers companies do not trust the policies of the company. The company needs to solve this issue as it is a hurdle in the revenue generation of the company. Another issue observed by the management of the company is that how to deal with the control on the internet activity. The company is facing problems in the management of the customers on the online portal of the company (Rilay, 2012)<sup>8</sup>. It is because the company management is busy in dealing with the customers; it does not give appropriate time to the customers who have queries on the portal which decreases the interest of the customers.

The management of the company is also facing problems to look out for the ways through which it can increase the output and the revenues of the company. It is the major issue for any business and the company should instantly look for the solutions of the problem. Increase in the revenue should be made by using different strategies that suit the business of the company. The company can introduce new products and new offers for its customers, so that they buy products and play a part in increasing the revenue of the company.

### **ISSUES RELATED TO THE MAINTENANCE OF ORGANIZATION:**

Maintenance of the organization is necessary for improving its business activities. Maintenance of the organization helps it to enhance the services and performances of its management. The company's set up of online retailing is not very much established yet as the customers face problems in placing the orders on website sometimes. This is an important issue which needs to be solved. The portal of the company sometimes shows performance issues which should be resolved by the management of the company (Oatmeal, 2014) <sup>9</sup>. Such type of issues can decrease the interest of the customers from company's portal.

### **CONCLUSION:**

Internet is the main source of marketing and management of a business these days. Internet has become the tool which is being used by people of different age groups for shopping and other purposes. Company is working dedicatedly to provide quality services to its customers, and it is working hard to achieve its objectives related to the achievement of high revenues. The company has a good online revenue model and online value proposition for its customers. It is necessary for the

online business companies to learn the importance of marketing and management of their services. The Multinational Company, Fire-Starters is working on a focused business proposal and they are managing their business very well by using appropriate e-commerce marketing and management strategies.

### **RECOMMENDATIONS:**

The company needs to adopt the strategy of offering product of the day. This way the company can sale the best of its products. The company can introduce a portal where its customers can leave their messages related to their demands from the company. The company should change its marketing plan for reaching toward its customers. It is necessary for online businesses to have a strong market plan as the customers of recent time are very well familiar with the marketing and quality of products. So far, the company's performance is satisfactory and the customers of the company are satisfied with the quality of the products provided by the company. But the company should still work on its portal, so that the customers do not face any problems in near future.

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