



The Future of Envirocom

Developing socially responsible and environmentally sustainable growth strategies for Envirocom's consulting services

Section II: Situational Analysis



Table of Contents

Table of Contents	2
Index of illustrations	3
Index of tables	3
SECTION II: Situational Analysis	4
Introduction	4
Porter Analysis	5
Supplier Power (Upstream)	7
Customer Power (Downstream)	8
Threat of new entrants	8
Threat of substitute products	9
Competitive rivalry within the industry	9
Summary	10
SWOT Analysis	10
Strategic objective	11
SWOT matrix	12
Strengths	13
Mr Alexander's Role in HSNO creation	13
Compliance is law	13
Air New Zealand	13
IT Literate	13
Mr Quin	13
Culture	14
Mrs Alexander	14
Weaknesses	15
Directors	15
Compliance Perceptions and Avoidance	15
Business Structure and Incentives	15
Reports Time Consuming	15
No Check Sheets	16
No Customer Analysis	16
Inconsistent Cash flow	16
Administrative processes and turnaround times	16
Lack of work around Timaru	16
Trevor McQuoid	16
No measurements of benchmarking	17
Opportunities	17
Overseas expansion	17
Full service provider	17
Appeal to insurance companies	18
Geographical Expansion in New Zealand	18
Franchising	19
Create training program	19
Risk Analysis Tools	19
Expansion to shipping containers	19
Taking on new qualified staff	19
Threats	20
The Government	20

Shortage of test certifiers	20
Mr Quin, Mr Lind, and Retention	20
Disintegration of National Body	20
New Entrants.....	21
SWOT Discussion.....	21
Sustainability.....	22
Summary	24

Index of illustrations

Figure 1: Porter's Five Forces.....	5
Figure 2: SWOT Analysis.....	11
Figure 3: The managerial grid.....	Fehler! Textmarke nicht definiert.

Index of tables

Table 1: SWOT Matrix	12
----------------------------	----