



# Small business presentation

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# Company profile



<b>Name of Company</b>	<b>"MATRIX"</b>
<b>Activities</b>	Produces computer equipment
<b>Workforce</b>	1000
<b>Profits</b>	Average profitability
<b>Location</b>	Kiev, Ukraine
<b>Market</b>	two big factory, 15 small local shops, 5 shops abroad, online shop
<b>Turnover</b>	500'000
<b>Plans</b>	transport production to Great Britain and USA

# Production



**Tablet computers**



**laptops**



**phones**



**Cameras**



**printers**



**TV sets**

# Corporate strategy and structure

## SWOT analysis

Internal	<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"><li>Customer base</li><li>Growing company</li><li>Professional and well-trained staff</li><li>good design of packaging</li></ul>	<b>S</b>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"><li>Taxation</li></ul>	<b>W</b>
	External	<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"><li>Sales before holidays</li><li>rapid development of technology</li><li>Arrival of new technologies</li></ul>	<b>O</b>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"><li>Economy</li></ul>

# Overall goal of the company



## Strategic planning

### Long-term goal is:

- to establish matrix as the leader of computer equipment in the world



## Operational planning

### Short-term goals are:

- developing a «brand sales strategy»
- build more factories
- to open shops abroad

# Company structure

## ■ Functional structure



### Board of management



**Factory workers**

**Shop workers**

**Online shop assistants**



# MATRIX



Company culture

**Family culture+**



- **Face-to-face relationships**
- **One big leader (Managing Director)**

- **Everybody knows their role**

# Marketing activities

- Advertising in public transport, newspapers
- TV and Radio commercials

# Main shop in the factory







**Thank You for attention!**