IT 550 Management of Information Technology

Kofi Botchey

SWOT Analysis

Charlie Shao

August, 12 2015

SWOT Analysis

The internal strengths of Vermont Teddy Bear Company as it pertains to the use of technology are firstly; their new Chief Information Officer has vast experience in several of the areas that the organization is seeking to improve. Also there are several employees within the IT department that have not only general expertise with the organization but also specialized expertise in the systems in place. The core transaction processing infrastructure is quite strong for meeting the operational needs of a company of its size. Password management and recovery mechanisms have been established correctly. For example if a network element failed, built-in redundancy allowed the sales order systems to continue running so that orders do not get lost. With the best of breed approach of acquiring enterprise applications that support operations, the company has purchased separate packages that offer closer to optimal functionality and connected by a middleware (Gogan & Lewis, 2011).

The internal weakness of Vermont Teddy Bear Company has it pertains to the use of technology are by troubleshooting on systems and applications that they have, the IT department is unable to focus on developing new application or implementing new versions of software. The middleware used to translate data among disparate applications and also which contained business logic have most of them undocumented. Also, the middleware are chosen as of individual preference rather than taking an important plan to choose and execute. This has resulted in the three different brands with four different channels of placing orders not capable of interfacing because of the differences in middleware and other applications. Some of the applications are behind schedule to be updated with the latest vendor versions. Even though there are many applications, they have not been managed together effectively (Gogan & Lewis, 2011).

The opportunities of Vermont Teddy Bear Company as it pertains to the use of technology are the increase popularity with internet shopping is an opportunity for the organization. The important factor is a good search engine and interactive website that offers a variety of verbosity that catches the attention of the web surfer (Ma, 2014). The elimination of the many middleware and odd applications being replaced with standardized applications that can be used across three brands stands a chance to improve the operations and data processing applications and thus improving customer care.

The threats to Vermont Teddy Bear Company has it pertains to the use of technology are although the internet has become a convenient way to place orders, without a well developed website it opens up exposure to links to competitors. For example, if we type in ‘unique gift’ into the search engine, there would be over about 75 million results. The most important page will be the first page and Vermont teddy Bear does not show up there (Ma, 2014). Because they have highly seasonal times in which they are extremely busy and trying to meet the demand, the times that they are extremely busy are crucial for their systems to be able to keep up with and process  
orders.

Several methods could be implemented to make help the organization become more  
competitive within their specific market. With so many other options for not only teddy bears  
and gifts but also floral arrangements and pajamas, Vermont Teddy Bear Company must seek  
out every strategy that will give them the advantage of always being the top consideration with  
consumers. Eliminating the middleware and utilizing one system with applications that would  
support and allow all three brands to communicate can provide the strategic advantage for not  
only the operations but for cross marketing as well. This would also ensure that during the peak seasons the system would not fail during heavy volumes of ordering. By making sure that  
VTB continues to carve out an area in the market that differentiates it from the other competitors  
is the only way that the organization can remain competitive in their respective markets and  
provide a strategic advantage. Finally, with better data integration and improved analytic tools it would be easier to coordinate marketing; forecasting and production across product lines to implement a family focused family strategy such as a pajama set for the whole family.

References

Gogan, J. & Lewis, M. (2011).

*Peak experiences and strategic IT alignment at Vermont teddy bear*. Journal of Information Technology teaching cases. 67-70

Ma, T. (2014). *Professional Marketing*.

Retrieved from books.google.com/books?id=cCSpAwAAQBAJ&pg=PT3776&lpg=PT3776&dq