
Issues And Problems Faced By The Singapore Management Consultancy Company

Mr. Yusof who recently joined the established Singaporean management consulting company and realize that the company needs to implement the some of the innovations initiatives in order to cope up with the competitors as well as fast changing trends in the management consultancy. Along with this, the company does not know about the best innovation idea which would be beneficial for them as well as which will be cost effective. Before the development and implementation, the organization development initiative is to stimulate the new ideas and to develop the client focused innovation. Mr. Yusof realized that the development of the innovation and supportive climate is essential for the productivity, profitability, and reputation. Mr. Yusof needs to determine the perception of staff to the climate of current innovation and also decides that the evidence based and cost-effective way would be beneficial for the consultancy services or not. The main management problem which is faced by the Singapore consultancy company is the ineffective management as well as marketing strategies in order to gain the market value. Also, the proper and best possible in innovation approach is needed for the brand reputation and efficiency of the company.

Kharchuk (2012) describes that in today's scenario innovations are the necessary conditions for the enterprises in order to attain the sustainable development. Marketing strategy plays a crucial role in ensure the diffusion of innovation. The main purpose of marketing strategy is to conduct the marketing analysis development of market, product portfolio, segmentation of market, and making marketing plan. Article describes on the comprehensive role of marketing strategies for organization and innovation. The economic growth of developed countries is heavily relying on innovation technologies. Role of marketing successful development and implementation of products and services is very high. The results of the article show that the marketing analyze for the marketing strategies enables number of organizations to go beyond the understanding of need of customers and hence enables them for the development of unexpected innovations. Marketing strategies are also helpful for the organizations in order to overcome the associated barriers with innovation commercialization. It is concluded that innovation can be triggered for the new instrumentation and new marketing methods. The article also explores the market orientation innovation performance relationship which include marketing orientation environmental condition as well as organizational innovation processes that makes the better performance of the organization. This includes the market turbulence, technical innovation, customer orientation and inter functional orientation.

Kanagal (2017) states that innovation leads to the process of changes in the organization as

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well as the marketing offerings and is considered as the key that marketing strategies can use to win the customers as well as market with the development of sustainable competitive advantage. Competencies of organization and innovation news are that along with the innovation processes in order to bring out in new and different market offerings that are successful. However, for the innovation to be proper successful as the competitive advantage, they should be the proper fructification of the innovation advantage for the suitable competitive marketing strategies. Various types of innovation events are used in order to attain the successful competitive advantage. Values that can foster the transformation of the innovation events to the innovations is the new product processes and the innovation process systems. Innovations can also lead to the creation of various assets known as intellectual property. Innovation creates and generates the value and can reflect in both the co-creative value as well as shared value. The ultimate purpose of the innovation is to increase and improve the delivery of superior value and. Ultimately the main purpose of the innovation is to improve and increase the delivery of superior value and meaning to the customers while making the process relevant, new, and valuable from the customer's point of view.

Collazos (2016) describes the importance of social media for the innovative marketing strategies. Social media for the innovative marketing strategies is a kind of work that discovered speed dynamics that can save the new environment of web and social media. It also represents how this instrument can be used for organizations for the purpose of improving the customer relationship management. The resource focuses on the theory of social media, network externalities and the customer social responsibility in order to construct the actor rate analysis for upcoming the marketing opportunities results from the new web scenario. Research is founded by the observation of Starbucks case study also the involvement in the social media marketing. The overall research ends with providing renew social customer relationship management from work that relate on box features and having the aim to strengthen the value of innovation.

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