Final strategic plan and leadership report

Student’s name

Name of institution

Instructor’s name

Date of submission

Zappos, being a successful company in the industry, has to keep coming up with strategies that can be used to help the company to adapt to the changes that take place in the business world. The electronics market is fast changing and the only way Zappos can maintain its clients is by always carrying out research to ensure they are provided with the best goods. This means that the company should always be in constant contact with the clients if it wants to be sure that they are to remain relevant in the industry.

To be able to integrate new ways of doing things in the company for a better productivity, the following action plan can be used:

* Research on the trends in the market and the effect that they have on the clients. If the clients love the trends, then it is important to include them as part of the products that the company has so that no client is lost.
* Evaluate the performance of each action that has been take. The evaluation should be taken continually to see whether it has the ability to increase sales or not.
* Take necessary measures to improve the performance of the action taken. By doing this, the company management will be sure to keep everything in check so that they can maintain the high rate of growth that they have had over the years.

For the company to successful in future, there is need for proper planning. When planning, the company should also try to project on the trends that are likely to occur in the market. The plan should also focus on using the culture of the organization to tackle the challenges that are faced by the company. Expansion should also be on the mind of the planners. They should try to find new markets that can help to grow the company to other parts of the world.

References

Pelletier, R. A., & Mujtaba, B. (2015). Maximizing employee happiness and well-being: An examination of value creation and competitive advantage at Zappos. *Advances in Social Sciences Research Journal*, *2*(4), 220.

Kopelman, R. E., Chiou, A. Y., Lipani, L. J., & Zhu, Z. (2012). Interpreting the success of Zappos. Com, Four Seasons, and Nordstrom: Customer centricity is but one‐third of the job. *Global Business and Organizational Excellence*, *31*(5), 20–35.

Hanson, A., Kenney, K., & O’Rourke, J. S. (2012). *Amazon. Com, inc.: The zappos data crisis*. The Eugene D. Fanning Center for Business Communication, Mendoza College of ….