

REPORT

To: Vi Ventures

From: Business Analyst

Date: XXXXXXXXX

Subject: Evaluating the contextual features of a strategic Change for Reink

This report basically provides an evaluation of the contextual features of a strategic change required by Reink. The contextual feature is summarised below:

Time

Reink cash flow is currently very poor as they were unable to meet next mth payroll. Thus, Reink risk of going into administration, thus Vi Venture investment is needed immediately.

Once investment is obtained, Reink will have more time to restructure its operations as the major issue with Reink is cash flow rather than operations.

Preservation

Reink's advantage is their technology, thus they must keep this competitive advantage. Therefore, there is a need to keep the technologist (employees) before they join the competitor.

Vi Venture will need to address this issue fast as some of them are looking for job elsewhere due to unhappiness with the HR director and Reink financial situation.

Diversity

Recent appointment of sales & HR director was not well received by the technologist. This is partly bcas Reink rely on technologist as their sole strategy all the while. Thus, Vi Ventures investment will be met with resistance when they bring in new ideas and mgmt. There is a need for Vi Venture to consider this diversity issues before investing.

Capability

Reink don't have the knowledge in formulating change as their previous strategy of appointing the two directors failed and didnt bring results needed to Reink.

However, Vi Venture are experienced change managers thus they would have the experience in implementing change.

Capacity

Reink currently do not have the needed resources to implement change but Vi Venture has the resources. They have the capital needed by Reink and also mgmt expertise that can provide better commercial expertise to Reink.

Readiness

The employee may accept the change as they are currently demotivated and dissatisfied by the poor management and company's uncertain financial position.

Current mgmt of Reink may not welcome the change as they will lose their role and control within the org as Vi Venture will demand some control in exchange for their investment.

Power

Dexter is currently sole shareholder in Reink thus if he is willing to give up control, change will likely to take place with VI Venture gaining control.

Technologist has an influence as well due to their contribution to co but bcas of their readiness to embrace change, there should not be any resistance.

Scope

Reink still has a good product, technologist is still contributing, therefore it does not need to fundamentally change the way they do things. There is a need to let the mkt know about Reink's product and generate greater sales.

Conclusion

Based on the above evidence, it can be concluded that Reink would be a good investment for Vi Ventures but the investment has to be made fast as Reink don't have the time for the change to take place.