

DIAGNOSTIC ANALYSIS OF MCA INVEST INDUSTRIAL SRL AND ELABORATION OF THE COMPANY'S DEVELOPMENT STRATEGY

Goal of the project

The goal of the project was to perform a diagnostic analysis of the company and to elaborate the company's development strategy along with the pertaining strategic plan.

Short description of the project

The project was a practical one which was based on the situation of a company from the transportation domain.

Project implemented by

The implementation was done through the contract with third parties BC13 / 2016

Implementation period

March 2016 – February 2017

Main activities

The main activities of the project were:

- Diagnostic analysis of the company – performed through interviews with the main people from the company, analysis of the company's financial accounting situation and the organization documents of the economic organization which resulted in drawing up the pertaining document which included the main directions for future action
- Support in carrying out the new organization chart, the visual identity of the company (new website, business cards, presentation brochures in Romanian and English)
- Assistance in hiring new employees
- Identifying new customers and assistance in concluding new contracts
- Elaboration of the company's development strategy

Results

- Diagnostic analysis of the company and the development strategy for the next 5 years
- New websites in Romanian and English for the transportation and repair shop activity
- Business cards and presentation brochures in Romanian and English
- Psychological profiles of the company's key employees
- Identifying new customers and signing 2 new contracts with them

Applicability and transferability of the results

The results can be applied in companies of this type from Romania. In addition the transfer of the work method can be done without problems in any other type of company.

Research Centre

Research Center in Engineering and Management

Research team

Prof.ing.dr.ec. Marian Mocan
Asist. dr.ing. Larisa Ivascu
Asist.dr.psih. Liliana Cismariu
PhD student ing. Cristian Dumitrache
Asist.dr.ing. Attila Turi
PhD student ing. Oualid Kherbach
PhD student ec. Simona Rus

Contact information

Prof. Marian MOCAN, PhD
Faculty of Management in Production and Transportation
Management Department
Remus Str. 14, 300191 Timisoara
Phone: (+40) 256 404284
Mobile: (+40)722 356292
E-mail: marian.mocan@upt.ro
Web: www.mpt.upt.ro