

THANK YOU!



GEICO®

Sasol: U.S. Growth Program

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Situation Analysis

To analyze GEICO's internal and external factors relative to the Management Development Program

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Strengths	Weaknesses
<ul style="list-style-type: none"> Strong brand Highly skilled workforce Excellent customer service Strong financial performance 	<ul style="list-style-type: none"> Limited market penetration in the U.S. Highly competitive market Highly regulated industry Highly volatile market

Opportunities	Threats
<ul style="list-style-type: none"> Strong demand for insurance services Highly skilled workforce Excellent customer service Strong financial performance 	<ul style="list-style-type: none"> Limited market penetration in the U.S. Highly competitive market Highly regulated industry Highly volatile market

Survey

Thecasesolutions.com

- Designed with Qualtrics
- Administered in SIRP
- 453 responses
- GEICO's name not mentioned

DEMOGRAPHICS

Brief Analysis

Goals & Objectives

Goal #1

Increase direct awareness advertising to Strong Brand Students on all platforms.

Goal #2

Marketing collaboration amongst Social Media platforms, emails and the Career Center

Data

Recommendation 1

Marketing collaboration amongst Social Media platforms, emails and the Career Center

Strategy

Increase direct awareness advertising to Strong Brand Students on all platforms.

Implementations

Social Media

LinkedIn

Facebook

Emails

ZebraMail

Twitter

YouTube

Recommendation 2

Strengthening Program Description

Strategy

Apply and focus on growth opportunities that the description of the Program.

Implementation

Collect feedback

Data

THANK YOU!



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GEICO®

Situation Analysis

To analyze GEICO's internal and external factors relative to the Management Development Program

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Strengths	Weaknesses
<ul style="list-style-type: none"> Strong brand Highly trained staff Excellent customer service Strong financial performance 	<ul style="list-style-type: none"> Limited market penetration in the U.S. High operating costs Competition from established insurers
Opportunities	Threats
<ul style="list-style-type: none"> Untapped market potential in the U.S. Strong brand equity Excellent customer service 	<ul style="list-style-type: none"> Highly competitive market Regulatory changes Changing consumer preferences

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DEMOGRAPHICS

Brief Analysis

Goals & Objectives

Goal #1

Goal #2

Data

Recommendation 1

Marketing collaboration amongst Social Media platforms, emails and the Career Center

Strategy
Increase direct awareness advertising to Strong Brand Students on all platforms.

Implementations

- Social Media: Facebook, LinkedIn, Twitter, YouTube
- Emails: ZebraMail

Recommendation 2

Strengthening Program Description

Strategy
Apply and focus on growth opportunities from the description of the Program.

Implementation
Collect feedback

Situation Analysis

to analyze GEICO's internal and external factors affecting the Management Development Program

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Strengths

- Strong company reputation to attract potential candidates
- Strong online marketing presence to broadcast the MDP program
- College recruiters



Weaknesses

- Program Image To Potential Applicants
- Fewer office locations could dissuade applicants from applying
- Lack of awareness of Program



Opportunities

- Expand location of GEICO offices to entice more applicants to apply
- Increase advertisements of MDP on various social media platforms

Threats

- Increasingly competitive financial compensation
- Companies in other industries with similar Management or Leadership Development Equivalent Programs

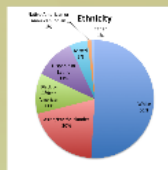
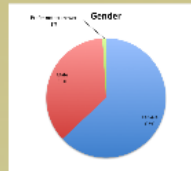
Survey

Thecasesolutions.com

- **Designed with Qualtrics**
- **Administered in SBU**
- **153 responses**
- **GEICO's name not mentioned**



DEMOGRAPHICS

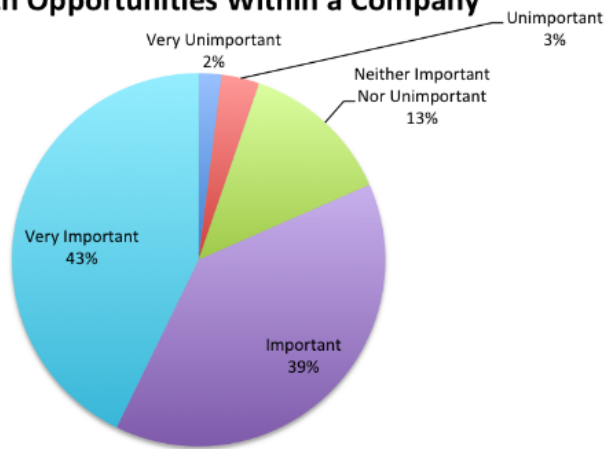


Brief Analysis



How important is the following to you when seeking employment?

Growth Opportunities Within a Company



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- Strongly Uninterested
- Uninterested
- Neither Interested Nor Uninterested
- Interested
- Strongly Interested

Mutual Respect

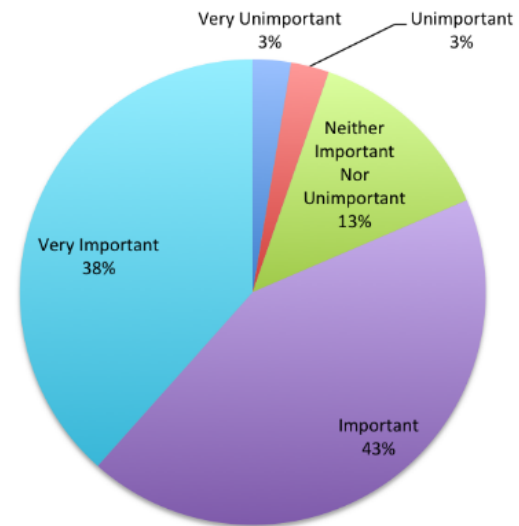


How important is the following to you when seeking employment ?

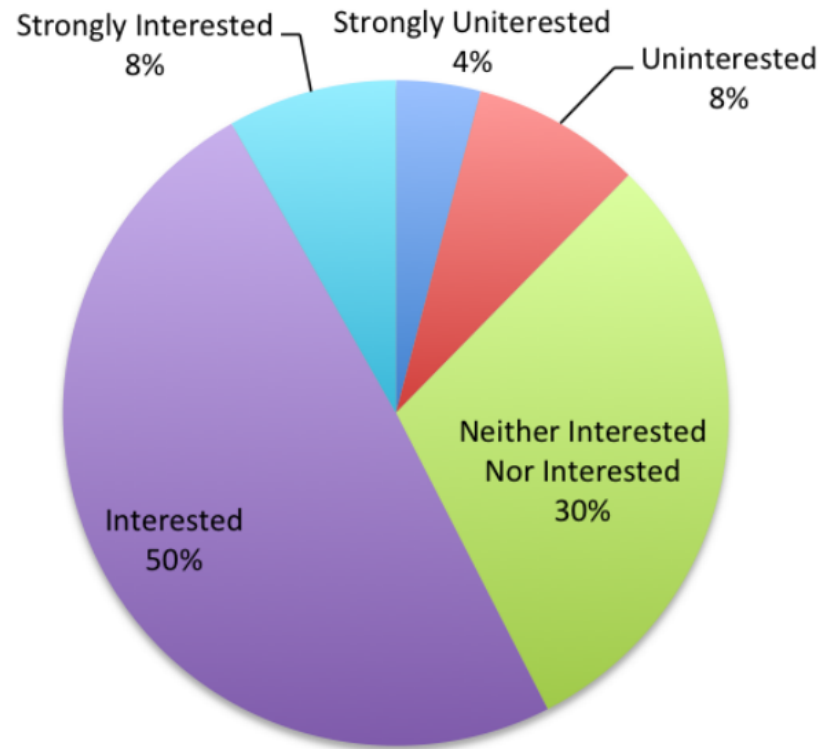
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- Strongly Uninterested
- Uninterested
- Neither Interested Nor Uninterested
- Interested
- Strongly Interested

Salary

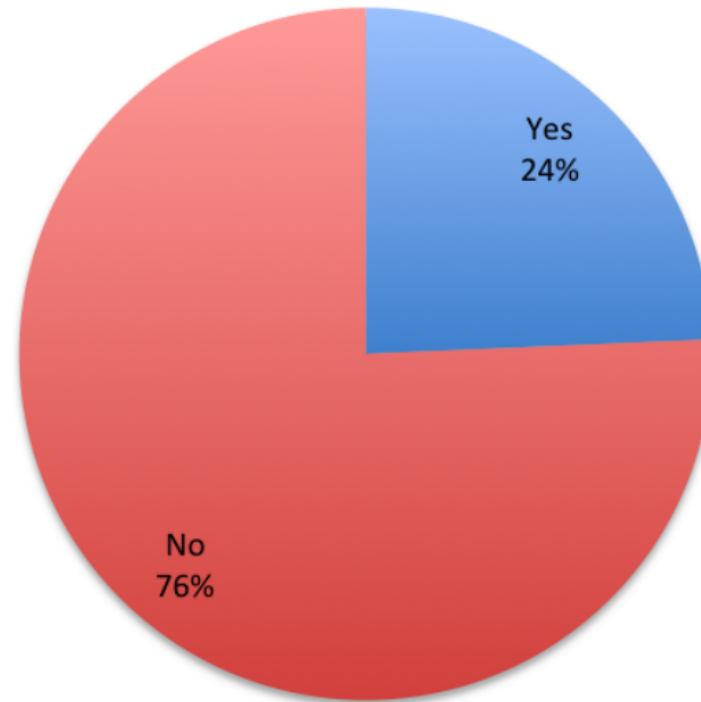


How interested would you be to be apart of this Management Development program?



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Have you heard about Management Development Programs prior to taking this survey?



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Goal #1

Establish greater awareness of
Management Development Program
amongst students in Stony Brook
University

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Objective 1: Increase program
advertising on both traditional
and nontraditional media to gain
familiarity of the program
amongst all students