

Organizational Capability Profile



ORGANIZATIONAL APPRAISAL

- Internal Environment - strength & weakness in different functional areas

Organization capability:

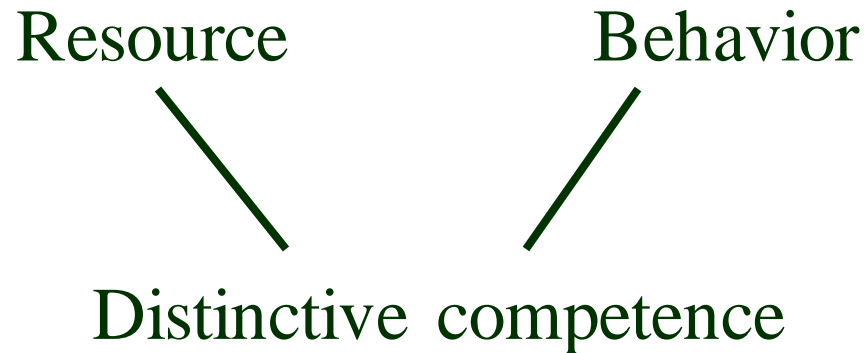
- Capacity & ability to use unique competencies to excel in a particular field.
- Ability to use its 'S' & 'W' to exploit 'O' & face 'T' in its external environment.

Organization resources

- Physical & human cost, availability - strength / weakness

Organization behavior:

•Identity & character of an organization leadership, Mgt. Philosophy, values, culture, Quality of work environment, Organization climate, organization politics etc.



- Any advantage a company has over its competitor - it can do something which they cannot or can do better –
- Opportunity for an organization to capitalize - low cost, Superior Quality, R&D skills etc.



Organizational Capability Profile (OCP)

An **organizational capability profile** describes the skills, knowledge and resources that enable your company to provide quality products or services to customers. The **profile** provides useful background information for your marketing and corporate communications.

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ORGANIZATIONAL CAPABILITY PROFILE (OCP)

- The organizational capability profile is drawn in the form of a chart.
- The strategists are required to systematically assess the various functional areas and subjectively assign values to the different functional capability factors and sub factors along a scale ranging from values of -5 to +5

Capability Factors	Weakness (-5)	Normal (0)	Strength (+5)
Financial	-5		
Technical		0	
Human Resource	-5		
Marketing			5
R&D		0	

Organizational Capability Profile (OCP)

Financial Capability Profile

- (a) Sources of funds
- (b) Usage of funds
- (c) Management of funds

Marketing Capability Profile

- (a) Product related
- (b) Price related
- (c) Promotion related
- (d) Integrative & Systematic

Operations Capability Factor

- (a) Production system
- (b) Operation & Control system
- (c) R&D system

Personnel Capability Factor

- (a) Personnel system
- (b) Organization & employee characteristics
- (c) Industrial Relations

General Management Capability

- (a) General Management Systems
- (b) External Relations
- (c) Organization climate

EXAMPLES OF ORGANIZATIONAL CAPABILITY PROFILE

Financial Capability

- Bajaj - Cash Management
- LIC - Centralized payment, decentralized collection
- Reliance - high investor confidence
- Escorts - Amicable relation with FIS (world's top-ranked technology provider to the banking industry)

Marketing Capability

- Hindustan Lever - Distribution Channel
- IDBI/ICICI Bank - Wide variety of products
- Tata - Company / Product Image

Operations Capability

Lakshmi machine works - absorb imported technology

Balmer & Lawrie - R&D - New specialty chemicals

Personnel Capability

Apollo tyres - Industrial relations problem

General management capability

Malayalam Manaroma - largest selling newspaper

Unchallenged leadership - Unified, stable Best edited & most professionally produced

Thank You

