Competition

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Competition in companies is essential as each tries to outsmart its competitor. This is always beneficial to the consumers of the products or services because when there is competition, it means the competing firms will endeavor to produce goods or services of high quality to meet the needs of the customers. As a result, the users find themselves having a good assortment to choose from with excellent condition. However, competition as a problem in a company needs to be approached ethically. Failure to approach the problem morally can have adverse effects on the firm. This paper, therefore, seeks to explore the importance of solving competition challenge in the MovieFlix company by taking an ethical approach. Also, the study will examine the consequences of behaving unethically while solving the problem as well as how as a consultant I can help the firm solve the snag ethically.

Every company needs to be the best in the market by selling more to their consumers. However, in situations when other firms from the same industry come up with ways of attracting customers more than other companies, competition becomes stiff. It is this period that management of the company ought to address the problem more ethically. Decision-making during this time needs to be ethical to get maximum benefit from the approach. For example, the business can increase its profitability by employing ethical strategies while competing with other companies in the same industry. For instance, ensuring that it engages in a healthy competition where it does not alter or use unethical means can go a long way to improving the firm’s productivity (Zahra, Gedajlovic, Neubaum & Shulman, 2009). Admittedly, reflecting on how decisions made to compete with other companies is essential. This is because the leadership of the firm will analyze the decisions before implementing them. This will make sure that decisions made are ethical and will have positive impacts on both stakeholders without any effects. As a result, the outcomes are expected to be profitable to the firm unlike when the unethical decisions are made where the company decides to solve the problem through negative advertising. In this, the business will attack its competitors by showing its demerits which is an unethical way of solving the problem. Also, the company can yield a maximum profit by ethically using new technology to boost its customer pool.

Using unethical ways to compete with competitors can be dangerous to any firm. Ideally, companies need to understand productivity can only result from approaching the challenge ethically. For example, advertising the services of MovieFlix through harmful advertising techniques can have adverse outcomes. Through this advertising, consumers are likely to abandon their services only because of focusing more on the disadvantages of their competitors instead of focusing on how to improve its products and giving the same information to the customers. Further, an unethical approach can lead to the company being sued by its competitors when it behaves to attack its competitors through its methods to solve the competition problem (Sekaran & Bougie, 2016). Failure of a firm is possible when unethical decisions are made in solving competition challenge. This is because a company can make decisions which are against the moral values of the society hence pushing away customers.

As a consultant, the firm needs to first before making any decision to examine whether there is any dilemma. Through this, it will be easy to make decisions which meet the accepted ethical values. Besides, the company needs to develop a plan that gives ethical considerations the priority. Through this, it will be easy for it to approach the problem ethically and enhance its profitability.

To conclude, competition is inevitable in business. As noted in the above discussion, approaching problems in an ethical way leads to profitability while unethical manner can lead to failure of a firm. It is therefore essential to examine and analyze decisions before they are implemented.

**References**

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