

Market Research

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1. Introduction

This particular research work would try to shed light on preparing a personal SWOT analysis and it is expected that this SWOT analysis would assist me to deal with the addressed issues in my workplace. Critically analyzing my areas of strengths and weaknesses, I would be able to enhance my personal qualities and through these up-gradations, I would be able to prepare myself better for the future. I believe that analyzing my strengths and weaknesses would help me find out whether I am eligible to fit in the organization or not. In order to carry on the entire research work, I would follow some useful steps and these steps would assist me in reaching the conclusion. Initially, I would try to shed light on the sources for feedback and these sources would assist me to gain data, based on which I would assess myself (Easterby-Smith, Thorpe & Jackson, 2012). I believe that through this thorough this analysis, I would found myself eligible foe organizational fit or not. At the end of the study, I would shed light on the discussion of the self-improvement utilizing the techniques of continuous improvement.

2. Sources for feedback

At present, I have been working in BMW Motors and performance enhancements as well as continuous improvement are the significant parameters to discuss in the organization. The company arranges its several performance appraisals to analyze the situation clearly. However, I have found that the Myers-Briggs Personality Type Indicator test is one of the most helpful tools that could assist in understanding my performance in a far better manner. At the time of interview and joining, I found that my major job responsibility was to clearly understand the needs of the customers in the ever changing global scenario and to convey the same to the responsible team, so that our company can produce the products properly based on the customers' requirements. Dawson (2014) has stated that the Myers-Briggs Personality Type

Indicator test has assisted millions of people in different parts of the globe for gaining insights about themselves along with how they interact with others. Through this assessment, individuals learn how they communicate, learn as well as work and what are the areas that they need to rectify (Peng & Lai, 2012).

This assessment provides a powerful framework in order to build better relationships, driving positive changes, harnessing innovation as well as achieving excellence. I have understood that the company's semi-annual report of performance appraisal not only helps me in analyzing my skills and competencies, self-analysis is highly essential as well to understand the situation more clearly. For self-analysis, I have found three major reliable sources and these are corporate emails, informal and formal meetings and performance appraisal of the company. I must say that these sources would help me to gain useful knowledge from the informal sources from the professional persons (Kajanus et al., 2012). BMW is one of the leading automobile companies and I feel privileged enough to take part in this organization. Therefore, I feel that to upgrade my present scenario, I must take assistance from my senior management.

From the first source, i.e. company's annual performance appraisal, I have found that the result is not highly encouraging and I need to work more on my performance. I am responsible to do market research and analyze the trends of the customer's preferences. As per the performance appraisal, my performance was satisfactory, as I was able to fetch data from the employees (Görener, Toker & Uluçay, 2012).

The second reliable source was the corporate emails that I have received from my company regarding any feedback from the customers or some other features. I have found that every time after sending the emails, my managers helped me to enhance my strategy of working

and this has assisted me to enhance my performance gradually. For instance, I have found that many customers have raised questions about cheating on emission tests of BMW and I was supposed to answer them regarding this concern. My managers taught me the way I must interact with the customers to quench their queries and I was gradually improving (Briciu, Căpușneanu & Topor, 2012).

The last and the most important part were both the formal and informal discussions in my organization. At BMW, we have weekly meeting with the supervisors that focus on the weekly performance. However, I must say that this discussion is helpful in understanding where an employee lacks in his/her efforts. However, it is required to mention that this weekly meetings were helpful to me, as I found my weaknesses. I found that I need to focus more on understanding the requirements of the customers and response to their queries in such a manner that they become satisfied with the customer support experience (Child & Rodrigues, 2012).

3. Assessment of personal strength and personal weakness

SWOT analysis is highly essential for any of the organizations to thoroughly understand both their internal and external factors. In the same way, personal SWOT analysis is highly essential in understanding how effective I am for the organization (Wagner & Hollenbeck, 2014).

3.1 Personal strengths

- At the time of analyzing my strengths, I have found that I am communicative as well as open enough to my target customers.
- Apart from that, my customer feedback says that I am competent enough to make my respondents comfortable with their queries.

- Along with that, I must say that I am an expert in fetching data from the customers regarding their choices and preferences.
- Moreover, I have found myself to be efficient enough in reporting the proper and acquired data to the correct department for formulating effective strategies.
- Through this self analysis, I have found that I am efficient enough in listening to the customers and understanding their feelings regarding the brand BMW.
- I always report exact and true information to the company, as I know any biased information might hamper the organizational operations.
- Along with that, I must say that I know languages such as Spanish in addition to French and English and this is an added advantage for me at the time of interacting with the customers.

3.2 Personal weaknesses

- After analyzing my strengths, in this part, it is essential to look at my weaknesses and I have found that I lack in formulating strategies
- Sometimes, I have found that I fail to fetch good data rather proper data from the customers and this has affected my performance in the organization
- However, somehow I manage to gather data from the customers, but I lack in formulating these data in proper place and this weakness has been highlighted by manager in almost every meetings
- However, I must say that my colleagues have found out that I become disappointed easily and this hampers my productivity as well as performance.
- Apart from that, I have found that I cannot take any negative feedback from the customers and this part has affected my performance.

- My managers as well have said that not accepting the negative feedback from the customers is one of the major issues for my organizational expansion.
- Moreover, my supervisors have said that I lack in formulating interesting questions that are useful in getting information from the customers.

4. Organizational fit

Bryman and Bell (2015) have described organizational fit as one of the most critical elements in acquiring any new talent. It is expected that a candidate might possess the preferred technical skills that are being sought and have the perfect educational background and come highly recommended. Now, I need to analyze that whether I fit in this organization or not. Being an employee in MBW, I have always tried to focus on the whole person approach and balancing all the components of the individual and the corporation. However, it is required to mention that there are some aspects that I really need to work out to conduct this particular activity and these are expected to enhance my performance to be in organizational fit (Voegtlin, Patzer & Scherer, 2012).

5. Assessment of placement in the corporation

After analyzing my strengths and weaknesses, now I need to analyze that whether I am suitable for this position in this industry or not. I have analyzed that I am proper for this position in the organization, though I have several shortcomings. My managers in the organization are good enough and my colleagues have constantly encouraged me to win over my weaknesses. My lack of formulating strategy is one of my issues for the organizational growth and focusing on this part can immediately help me to focus on my organizational growth. Apart from that, I have found that I am suitable for sales as well, as I am capable enough in handling the customers

efficiently. Many customers have stated that I am good at convincing and thus I am suitable enough for the sales department. I want to stay in the marketing analyzing department and for that, I am ready to go through any self-improvements with the help of my seniors, managers as well as colleagues (Girdano et al., 2012).

6. Self-enhancement for continuous improvement

I must mention in this part that self SWOT analysis has been highly effective for me to analyze my present position in the organization. I have found that in order to achieve my vision of heading the market research department, I intensely need to engage in the self-enhancement procedure. I have found that continuous professional engagement method is one of the effective ways through which I can upgrade my present position in the organization (Boud, 2013). Apart from that, I have found that monitoring as well as coaching is another effective ways that would be helpful for me to win over my weaknesses. I must say that I have found that instant asking for the feedbacks from the senior managers would allow me to focus on my future enhancement procedure. Seniors and the managers are highly efficient in market research works and thus I can easily rely in them for helping me (Jansen & Shipp, 2013).

Lastly, I should say that I need to be self-directed enough; otherwise no one would be able to enhance my present situation. Moreover, I need to focus more on personal communication skills as well as organizing skills for carrying out the market research work efficiently. I believe that through these effective means, I would be able to go beyond the present scenario and reach a remarkable position in the corporation (Lust, 2015).

7. Conclusion

After completing the entire task, I must say that self SWOT analysis has helped me to find out my strengths and weaknesses that are hampering my performance in this organization. For fetching data, I have relied on three reliable sources and data from these sources have helped me by providing a chance for rectification. Through this analysis, I have found that based on my skills and capabilities, I am suitable for the sales department as well. Therefore, I need to work on my identified weaknesses to achieve an attainable position in the market place.

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