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.

Resource

Distinctive competence

Behavior
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.
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