

What is your biggest problem with current news outlets? Their bias? The half-truths? The pure unreliability of the information as a whole? And I understand all of these points and many more, which got me thinking. Why are the majority of journalists and news anchors just rattling off scripts produced by a team of ghostwriters and editors, all while attempting to hold a positive monotone? So, I got to researching and found that there appear to be no active companies that partner directly with civilians to create their material, and I found an opportunity.

My business will be designed in a way that research teams will be sent to the site of whatever story is being covered, finding victims and survivors and speaking to people all around the world to record their everyday accounts of said situations. Editing only for the sake of clarity and grammar, our journalists will then take that raw material and turn it into a publishable story. This enables honesty and fairness as well as personability to the victims and individuals interviewed. Rather than reading just the statistics of how many people were affected by the most recent hurricane, it is a first-hand account of some of those families and the resources they need to rebuild after such a tragedy.

Having the journalism division as the primary focus of the organization, it will directly integrate with the non-profit division of my business. The individuals interviewed can ask for resources, as previously mentioned, and give advice, solutions, and input on current issues. Creating this level of personability and reality pushes the reader to donate towards various critical causes, as well as hold the satisfaction that a portion of the proceeds from their purchases and subscriptions will be dedicated towards this sector every time.

The last division of the organization will be dedicated to literary pieces, with subunits focused on editing, publishing, and ghostwriting. This division holds deep value for me, as I

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grew up in an unfortunate and uncertain environment. Due to these factors, I often found myself deep within the pages of a book, articles, magazines, newspapers, and so on, and I have always dreamed of creating beautiful works of literary art to share with the world in hopes of helping others through their struggles. From those who enjoy a fictional romantic novel to those who'd prefer a collection of analyses regarding quantum mechanics and everything in between, I strive to entertain, educate, and satisfy the public while ensuring my favored arts' sustainability. Better yet, this division of the organization will also dedicate a portion of its profits to the non-profit division.

Conjointly, these divisions must coordinate several times a day to ensure the efficiency of operations. Each division will support the other, and although each possesses its separate tasks, they all hold the same common goal: to educate and entertain the people truthfully, fairly, and memorably. I aspire to serve the people, help find and implement solutions to national and global issues, inspire others, help those in need, and leave an imprint so that others carry on my legacy, goals, and morals.

To honestly and accurately inform the people, provide a safe source of entertainment, and assist millions of people across the world whenever and wherever possible is the mission statement of the business. Its whole purpose is to be dedicated to helping people both directly and indirectly, making a positive, influential impact, and changing the problems we see in the world. I'm sure to envision what I desire to build every day, and this allows the vision of the business to remain clear and keep my dedication strong. The enterprise will one day possess profits within the billions and millions of dollars being funneled towards the non-profit division,

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allowing us to help hundreds of thousands of people. This business will be at the base of a rewritten legislature due to its unjust nature, end wars, feed the hungry, house the homeless, and inspire those with nothing left to fight for. With values circling human rights, equality for all, compassion, altruism, world peace, and tranquility, my company will focus all of its efforts on the public. Both their satisfaction and their inquiries will always be a top priority within the business. Building on that, I aspire to create a safe and enjoyable environment for employees at every level. From top management to the janitor on the manufacturing floor, every employee deserves to be happy in their workplace, find it as a safe home away from home, and know that no matter what, their employer has their back. Horrid things like xenophobia and discrimination will never be tolerated, and employees will have extensive autonomy in their lines of work. This business as a whole is built on my mission to help the people and the world, my vision of creating peace and harmony, and my values of love and total equality among humanity.

Whilst viewing my business via the VRIO framework of ideas developed by Jay Barney and Bill Hesterly, I can pick apart each piece of the acronym, how it reflects within my own business, and how I will use these points to gain a competitive advantage within the market.

The value of a business represents the V and has to do with what I have to offer my customers, investors, and employees. My honesty, the firsthand accounts of incidents, and the dedication to the public give value to the business as a whole. The emotional connections the readers feel from fictional pieces to breaking news reports, those emotions are valuable. Every single employee plays a role in the success of the company; their labor is quite valuable, and I will have the highest of genericities to acquire and hold the highest standard of labor compared

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to the competition. To further this point and ensure that it is understood company-wide, the value will never be defined as a dollar amount because monetary value means nothing if you're not earning it for the right reasons.

The next letter of the VRIO framework represents the rarity of a resource when determining its quality and how that can be leveraged to gain a competitive advantage. Although words and literacy are far from being rare, it's the strategies and goals that make this a scarce concept. As previously mentioned, many of the major media and news outlets are heavily censored and biasedly written. By going directly to the source, the victims, and the scene, and only relaying absolute facts, emotions felt, and events endured, are relayed to customers, we create this rare environment of bias-free reporting without facts negated or withheld. Using a differentiation strategy naturally arises here by ensuring the business is always motivated to be the different, better option. The feature of allowing victims to ask specifically for the resources they need and making it nearly effortless to help these individuals pushes this company even further apart from its competitors.

The inimitability of this enterprise is possible, but the chances of this being a threat are slim, as I hope this business can inspire others to be more honest, fair, and compassionate. However, this would be the leading company in a movement of such magnitude if it were to occur and would more or less be responsible for setting a new standard. By the time other companies found that imitations would be successful, my business would already have an established and successful brand.

Lastly, the organization of the business will help tie the separate divisions and functions of the business together so that it can thrive as a whole. The literary division is separated into

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three subunits that both cooperate and take on independent tasks of their own. The ghostwriting, editing, and publishing units must work as a successful team to publish collaborative works such as novels, informative works, and various other collected texts. Nevertheless, each service via each unit is always offered individually to hold the capacity of high customer volumes with different needs to satisfy. Apart from the three main divisions of the business, the literary division, the journalism division, and the non-profit division, there are also a variety of support divisions that are smaller but just as crucial to success. The marketing division, human resources division, customer service division, and research and development division all must be established and efficient to ensure the same throughout the business. Each of these secondary divisions must cooperate when appropriate, but consistently with the literary, journalism, and non-profit organizations to support them in each aspect.

By implementing this company-wide attitude of cooperation and mutual success, my company will have the ability to provide deep, emotional, and contextual value to our customers in all aspects. Creating a safe and enjoyable environment will draw human labor that is not only rare but valuable. Creating not only a professional relationship between employees and employers but also a meaningful connection of mutual benefit. Enforcing that no matter what, we never stray from our goals and morals, the business itself will be near impossible to imitate such brand loyalty and meaning. By building up from the baseline divisions and their corresponding functions, the business will gain the ability to prosper.

A SWOT analysis for the business can be acquired as a whole or via analyzing each division independently, then comparing the bigger picture of each. In this text, I will use a briefer

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synopsis of the company as a whole. The strengths of the company lie within its moral values, dedication, compassion, altruism, and others previously noted, which are the bases of what makes this business have a purpose. With that being said, this trickles down into the treatment of employees and the ability to both acquire and retain the most adequate human labor possible.

Some identifiable weaknesses of the business include the actualization of such a new concept, lots of room for failure in attempting to innovate in a market already dominated by large and powerful corporations, the possibility of diseconomies of scale via overexpansion, and lack of revenue post expenses and dedications towards the non-profit division. Although some weaknesses have no way of being tested until they are truly exploited within the open market, I can say that the risk of diseconomies of scale will always be on the businesses' radar. Being careful to always monitor the health of the cash flow and making immediate changes when there are possibilities of issues will be critical. With that being said, I find it important to begin the percentage of revenue dedicated to the non-profit division at a level just a little lower than projected for efficiency in the beginning. This leaves a failsafe implemented if unforeseen expenses arise.

The main opportunity my business plans to exploit is the lack of honesty and unbiased reporting in our current world. I find that it is quite common for people to be infuriated by a newscast for its obvious ignorance and the situation of certain news platforms being geared towards certain viewers with specific political views. However, it is hard to find one that doesn't favor one political party over the other, one moral compass over another, and would never condone xenophobic intent. A second opportunity is the unfortunate fact that there is always something to fix in the world. Therefore, there will always be a story to cover and people to help.

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The biggest threat my business faces as a whole is uncertainty. Something of this magnitude hasn't been done the way I intend, so there is no true comparison to use. The inevitable itself could be the biggest threat or the biggest success to the company. Consumers may not react the way presumed; costs may rise, the economy may change, competition may alter, and so on. In a way, to survive, everything must be assessed as a threat first before being proven otherwise. Therefore, backup strategies are required in the case that something drastically changes and reduces profitability.

The short-term goals of the business are rather simple and direct and, in the broad scheme of things, operate as tactics to ensure the success of the long-term strategies that induce the achievement of the longer-term and broader perspective goals. The official launch of the business is one of the first main short-term goals that must be addressed. I've been saving money for years as an investment seed. I use my free time to practice my writing and business skills, and I am thoroughly dedicated to my studies to expand my knowledge consistently. Ensuring that I modify my projected business plan often, I can spot potential issues before they arise and account for the unpredictability and ever-changing market environment.

Within the first few years of the business, the most crucial factor to long-term success will be enforcing profitability and ensuring it remains constant or growing, but never declining, before considering expansion. Expanding the consumer base at an efficient rate is critical to the overall health of the business, and this is the time to learn how much growth is necessary and how much growth is detrimental. Carefully balancing such an idea concerning functions such as production, costs, and so on takes trial and error in many experimental runs. Failure is to be

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welcomed when trying new things because that's the only certain way to know these methods are insufficient.

With the main strategies in the short-term goal projections revolving around building a solid foundation for the company, adaptability is the main tactic to strengthen first. From there, other short-term goals will more than likely arise to encourage this adaptability and implementing them will move the company to a more advantageous position. Outside of adaptability, profitability, sustainability, and the overall building of a strong foundation, the company will be able to group every other smaller goal along the way within one of these four main goal categories.

The long-term goals of the company are quite complex and incredibly difficult to achieve. It's so difficult that I'm not ignorant of the fact that the success of these goals may be years after I'm deceased. Nonetheless, I will do everything in my power and beyond to inspire others to assume my legacy after my death. With that being said, due to the nature of this business, the long-term goals aren't necessarily surrounding the company itself like the short-term ones, but the environment around it, our planet.

Entertaining, supporting, and saving people of all walks of life has always been a lifelong goal of mine, and therefore, I shall build it into a reality. Providing someone with an inspirational and relatable memoir after a tough situation, the ability to escape into the world of romantic fiction after a long day, an educational article on their favorite research topic, the poem that made someone feel known after many years, and so many more beautiful moments will arise from the literary works published by my company. Instead of hearing the sounds of a domestic assault occurring downstairs, I held the comfort of many books in my hands, let my mind drift off, and

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assumed the position of my favorite character. My parents may not have taught me much, but literature taught me love, beauty, fairness, peace, and the most admirable things life may bring. I strive to save children like me, stuck with no means of escape; sometimes, this mental escape is all we can trust.

Now, we know that's just a temporary fix to a bad situation, but it's something for the time being. However, the achievement of permanent solutions lies within the hands of the journalism and non-profit portions of the company by going to the scenes and interacting with the victims, witnesses, and the like, providing them a mass outlet for the publication of their needs and immediate assistance via customer base and company profits. Ending poverty, creating world peace, solving global warming, terminating xenophobic and discriminatory actions, beliefs, and behaviors, human equality and justice, and all of these seemingly impossible tasks are the long-term goals. Connecting humans in an altruistic and gratifying way like never before, solely dedicating focus to the embitterment of the world, not corporate greed, is to be something magical, and it is something my business will achieve. Maybe not for two or three hundred years, but it will be done!

When approaching market segmentation, we can either pursue a course of focus primarily on one division of the company or, rather, the company as a whole. Although I plan to make several different miniature business plans along the way, dedicated to each division and subunit of the business, for this context, we will look at the market that the company as a whole will serve to better understand our general approach to market segmentation as a segmentation

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strategy. The business takes on the task of satisfying the different needs of different customers with different product and service offerings for each.

Breaking down the segmentation strategy as an approach to market segmentation a bit further, the various markets served include readers of all genres with all different motives, writers themselves as well as other businesses in need of literary assistance, those who enjoy keeping up with global and international news, and those with altruism and compassion in their hearts wanting to help others. Having implemented the various aspects of the business, the literary division, including the editing, publishing, and ghostwriting subunits, the journalism division, and the non-profit division correlate with the needs of each market segment. Although there can be speculation for worry when the customization begins to dry up costs, I've already taken the two main reasons for such into account. First, I don't project the sales of certain offerings declining due to the rise of others because of the difference in their nature; it doesn't appear logical that a massive shift in the literary preference of a substantial number of customers would change enough to prove drastic, yet it will always be something monitored for. The next ideal is that products aimed at the higher-income end of the market may require more functions and features, consequently raising costs of production and delivery, which is even more unlikely than the former due to the focus on serving the people. The company as an enterprise does not differentiate customers based on their income, and no person is treated better than another just because of a long and substantial transaction history.

The organizational structure of the company will be taller, but never so tall that it interrupts the strong company morale and culture. Sitting as founder and chief executive officer

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of the business, I will be responsible for the ultimate decision maker for the biggest aspects influencing the business and oversee every process from obtaining raw materials and labor to evaluations by customers and aftercare. Sitting directly under me is the board of directors, a staff outside of everyday productions that helps weigh in on these difficult decisions, as well as other administrative positions. Each board member will hold their prior knowledge so that there is one person responsible for each function. Each board member will hold their prior knowledge so that there is one person responsible for each of the following functions: chief operating officer, chief financial officer, chief information officer, chief technology officer, chief compliance officer, chief knowledge officer, chief data officer, chief marketing officer, chief officer of securities and safety, and others to be implemented as needed. Each C-suite employee will have the autonomy to hire assistants within their specialty at their leisure, including myself.

The next level of the hierarchy is the division heads, who are directly responsible for everything within their divisions. The literary division head coordinates with the managers of its subunits, as well as the C-suite of board members, over intermediate-level decisions and everyday operations. Moving down, there are the editing department manager, the publishing department manager, and the ghostwriting department manager, who oversee the employees of each of their departments, sales, profits, costs, everyday operations, and their contributions to the profitability and success of the company. Beneath the managers are baseline employees who will be interacting with the customers every day, creating the product and/or offering the service, and so forth. The journalism department head oversees the baseline employees within their department and coordinates with other department heads and C-suite employees. The non-profit department head does the same, oversees its baseline employees, and coordinates with other department heads and C-suite employees.

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Nevertheless, both baseline employees and C-suite employees will be granted the same levels of respect, gratitude, and autonomy to ensure we obtain and retain the desired labor. Using this moderately tall level of organizational structure, the company allows for continuous cooperation, ensuring the achievement of mutual goals with mutual benefits. Each level of the business will be responsible for different decisions, with baseline employees responsible for basic decisions such as comfortability and preferability of their environment and accommodations. Managers and department heads hold the decision-making authority of how to achieve a higher level of efficiency and profitability simultaneously within their department/subunit alone. The C-suite is responsible for making decisions about their specific responsibilities and the biggest decisions affecting the business as a whole. At the top, every decision is to be run past me, and I hold the power to veto any decision at any point if it strays from the company's morals, values, and goals.

The hierarchy is not so tall that it would be too expensive or impractical and close-knit to avoid distortion of any kind. Nevertheless, this all points to a decentralized approach to decision-making authority for autonomy, flexibility, and better decision-making. And in this nature, I feel a too-centralized approach could corrupt the company values of employee equality.

To outline the approaches that will be used to ensure the success of strategies implemented that will lead to the achievement of short-term and, consequently, longer-term goals. The first step in this process is implementing successful and efficient functional-level strategies. This entails keeping a low-cost structure resulting in superior efficiency and superior product/service reliability, as well as establishing the important building blocks of competitive

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advantage. These building blocks include achieving economies of scale and learning effects, implementing quality improvement methodologies, streamlining processes to skip unneeded steps, implementing 'Just-in-Time' inventory systems, designing products that can be produced and delivered at the lowest cost possible, increasing customer retention and reducing customer churn, and many others that align with the goals of my company. By carefully designing tactics to surround support of these strategies, differentiation is possible, and the company can achieve superior quality, innovative capacities, customer responsiveness, and efficiency to thrive.

Moving into the business-level strategies of the company, we discuss the competitive theme and advantage the business holds within the market. The most appropriate method to pursue for my business is a broad differentiation approach. By doing so, I am prepared to serve different segments within the market with different products to offer to each, hence the journalism division, non-profit division, and literary division, which is then broken down into the three subunits of ghostwriting, editing, and publishing. Pursuing said strategy enforces brand loyalty strong enough to heighten barriers to entry, provide less exposure to pricing pressure from powerful buyers, effectively absorb increased supplier costs and add them to consumer price, and protect from intense price rivalry via brand loyalty. Additionally, brand loyalty associated with competitive advantage can be achieved by the altruistic notion that proceeds to help those in despair as well as push them to accept the extra costs passed onto them for the greater good.

As for the corporate-level strategy of the business, these responsibilities lie in the hands of the C-suite. Although the media industry is the target of penetration, this may change with the environment, and perhaps the C-suite may need to adjust as required. And because of the nature of the business, there seem to be no direct competitors but indefinite indirect competitors that

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provide a similar product/service or only a portion of the products/services my business provides. I have decided the best way to enter the market is to heavily publicize the company and offer a variety of opening discounts to draw customers in and influence the establishment of brand loyalty amongst them. From there, it slowly expands further and further without reaching the point of overexpansion.

Suppose I ever choose to do so, although I currently don't plan to anytime soon, I will consult the C-suite with thoughts of integration and/or consolidation. Consolidation may be required if overexpansion has occurred and there is a need to rebalance efficiency, and integration may be required when expansion is due. In this instance, horizontal integration would look like buying other businesses that provide similar products/services as my own, perhaps via acquisition, preferably never a merger. Vertical integration would look like purchasing, supplying companies, and/or distribution companies.

The last piece of the corporate-level strategies that the C-suite must choose is which value creation activities should be performed, when, where, why, how, and by whom. To do so, one of the divisions or subunits of the business must be dedicated to performing value chain functional activities, such as producing at a lower cost or in a way that increases differentiation. All in all, the functional-level strategies, business-level strategies, and corporate-level strategies must closely align and support one another efficiently enough to sustain and expand profitability, competitive advantage, and differentiation.

The implementation of functional-level strategies will be the responsibility of the managers of subunits and department heads. The C-suite creates the strategies and sends them

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down the hierarchy for the managers and heads to relay to their employees. Employee autonomy and incentives drive employees to achieve goals set, and achieve economies of scale when they know they will be rewarded extra for doing so. Another core piece of implementation is understood when it does not work, as employees must relay to managers, who pass on to the C-suite when operations are inefficient and require adjustments. Next, hiring only the best human labor and customization at a lower cost only further enforces the ability of differentiation.

Business-level strategies will be implemented similarly in the concept that employee autonomy and high incentives are always tools for strategy success and mutual benefit. However, if the functional-level strategies are not working well, their failure will topple over into that of the business-level strategies, nevertheless, by providing customized literary works, along with standardized journalistic articles. Nevertheless, by providing customized literary works, along with standardized journalistic articles and various other leisurely and educational reads, differentiation is at the forefront of the business-level strategy and is consistently being implemented. Once a known customer base is established, the brand loyalty associated with the business will continue to be strengthened to heighten entry barriers as much as possible.

The implementation of corporate-level strategies will be done once the business has been solidified and established. This looks like the C-suite ensuring coordination between functional-level strategies, business-level strategies, and corporate-level strategies to keep a stronghold of market position and understand when changes are to be made. If the choice is ever made to vertically or horizontally integrate, the C-suite would create a new corporate-level strategy and pursue it as adequate. Solidifying company policies, morals, values, and goals and spreading them across the business with absolute reciprocation allows these strategies to thrive.

I've founded this business to help people in the best way I know how with my words. Focusing on honesty, altruism, compassion, peace, and equality, my business is prepared to tackle the goals I dream of achieving. By ensuring that my company brings value, creatively uses its rare resources, makes imitation far from possible, and relies on a strong organizational culture, structure, and architecture, I can create an accurate representation of what I desire. Understanding the business's strengths, weaknesses, opportunities, and threats tells us what we're doing right, what we can improve on, and when we should act. Using this VRIO framework coupled with a SWOT analysis, I can tackle my short and long-term goals as a company. Profitability, sustainability, and efficiency are needed regardless, but we strive to achieve world peace, human equality, the end of xenophobic and discriminatory practices and notions, and other monumental issues. By using a segmentation strategy to market segmentation, I am ready to suit the needs of various segments requiring a variety of goods and services. Using a moderately tall organization structure occupied with myself as CEO, C-suite managers, heads of each division, managers of each subunit, and employees of each division, autonomy, and incentives motivate each employee to achieve common goals.

This is why I am so confident that my business will revolutionize the literary and media market and change the world one life at a time. Profitability is fun and all, but it will never be as rewarding as making such a beautiful impact on the lives of so many. This business is not about literature that profits, literature that beats around the bush, or literature that is too complex to understand. No, this is about literature that motivates, literature that changes and embraces. Literature saves lives, countries, and our planet.

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Chronicles of AP

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