

A U.S. fishing boat manufacturer has an organizational culture of adhocracy and clan components based on the competing values framework. This work culture is an advantage for the new business, especially those working for them. They value equality and see the employees and founders as equal partners. They foster a culture based on risk-taking and value receiving feedback from their customers and other industries for ways to improve their products. This environment shows that their organizational culture encourages learning, feedback, and growth.

The organizational structure of the U.S. fishing boat manufacturer company is decentralized, meaning that all employees are involved in the decision-making process. This progressive structure offers many advantages for people who value collaboration and idea-sharing. Because the company values receiving feedback from the employees before making decisions, the workers are more likely to feel respected and seen, which could lead to good job tenure.

The organizational culture influences the company's strategic decision-making process because of its core values and priorities, including innovation and feedback. This collaborative decision-making style encourages all employees to participate in the decision-making process. A decentralized organizational structure influences the company's strategic decisions by including employee and customer feedback in the decision-making responsibilities.

The mission statement influences the company's strategic decisions by acknowledging its dedication to creating the industry's most innovative customer-driven design and growth. The vision statement influences how strategic decisions uphold the company's responsibility to be the most sustainable company in the industry. The ethical statement influences the manufacturer to make sustainable decisions for the customers and the environment. These statements show that they prioritize long-term sustainability and how they will affect the customers and environment.

One characteristic of the emerging market is that the National Fisheries Development Board (NFDB) promotes using natural fishing equipment to reduce disruption to the fishing ecosystem in India. (National Fisheries Development Board, n.d.). Another characteristic of the emerging market is that traditional fishers in India favor nonmechanized boats, which is ideal for the foldable boat's entry into the market. The fishing industry makes up 1% of the nation's gross domestic product and 6.56% of global fish exports. (Department of Fisheries, 2019).

Using plastics from India will help reduce the waste products produced in the nation's landfills. One product redesign idea for the nonmechanized foldable boat is to add collapsible seats to provide comfort and support for all customers. Another product redesign suggestion from the non-motorized boat would be to add fishing rod holders and a small compartment for fisher's fishing gear.

One unique redesign idea based on the characteristic that the National Fisheries Development Board (NFDB) promotes using natural fishing equipment would be to create built-in handles or straps for the plastic carrying case to make it easier for fishers to transport the foldable boat. Based on the characteristic that traditional fishers favor nonmechanized boats, another unique redesign idea would be to weatherproof the foldable boat with a UV-resistant coating. Doing this will enhance the boat's durability when outside in the heat and for long periods.

My product redesign idea to add collapsible seats to the foldable boats addresses the idea that the National Fisheries Development Board (NFDB) promotes using natural fishing equipment to reduce disruption to the fishing ecosystem. Because of this product's sustainable design and net-zero environmental impact, this feature will only add value and comfort to the product's entry into the market. My second product redesign idea is incorporating fishing rod holders, which will help the fishers be more efficient. This redesign idea addresses that the fishing industry makes up 6.56% of global fish exports. (Department of Fisheries, 2019).

The six stages of the design thinking process can help the company implement my product redesign idea to add collapsible seats to the foldable boat. The first stage is empathizing and understanding the user's experiences, thoughts, and feelings about the product. Gathering feedback about what kind of seat to incorporate into the foldable boat design is an example of empathizing. The second stage is to define where the user's problem exists and observe and establish a problem statement. The fishers range in age from 13 to 70, so the design must be comfortable and portable enough for all fishers in this target group. The next stage of the design process is ideating, generating ideas, and looking for ways to solve the problem defined in the problem statement.

One idea for a collapsible seat would be a wide seat across the broadest part of the boat. Another idea could be to add two smaller seats across the stern and the boat's bow to provide

balance. A prototype is the next phase of the design process, sketching out rough drafts of the different product design ideas for the foldable seat. The next step is to test the collapsible seat design for the foldable boat, which will help me gather feedback about what kind of tweaks and adjustments to make to the product design or help me uncover an entirely new problem. The last step in the design process is implementation, meaning the solution is brought to scale if the prototype is successful after testing. The collapsible seat design provides structure to the boat and provides comfort for fishers of all ages.

The organizational culture aspect would influence the test stage of the design thinking process because the U.S. manufacturer offers incentives for their employee's creative ideas, and they have created testing laboratories where customers use the products and provide design feedback. The global legal systems aspect influences the implementation stage of the design process because the laws and regulations favor the use of nonmechanized boats in India. The organizational structure aspect could affect all the stages of the design process because the company's structure is decentralized, providing all employees with decision-making responsibilities and ensuring everyone is committed to the decisions.

The company's organizational culture of innovation and feedback influences the company's market entry strategy by emphasizing differentiation and establishing a unique cutting-edge product that will appeal to traditional fishers in the emerging market.

The company's ethical statement, which states the company prioritizes sustainable practices for both customers and the environment, influences the market entry strategy by providing a competitive advantage. The ethical statement addresses social and environmental issues shaping its strategy to uphold corporate social responsibility (CSR).

References

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