

## **Introduction to Anisa Construction and Trading Company**

Anisa Construction and Trading Company is a local company in Western Equatoria State Yambio started by a South Sudanese way back in 1990<sup>s</sup>. The owner of the company had a residence in Yambio on Nzara Highway. He had an idea of starting a business that would provide services and goods to satisfy the needs of the customers. He started the business by opening a temporary business theatre. Years later after saving some money, he established a hotel called Tourist Hotel which is today one of the best hotels in Yambio. As the business started to grow, he registered the business as a company by the name Anisa Construction and Trading Company. At the moment Anisa Construction and Trading Company deals in three sectors that is construction, petroleum (importing and selling petrol and diesel locally) and Hotels. The company has growth from success to success. The following were the analysis of the stages the business under went which resonates with the five stages of business growth as outlined by Neil C. ChurchHill and Virginia L. Lewis.

### **Ideas/Existance**

During the existence stage, the owner of Anisa Construction and Trading Company focused on discovering whether the business idea is viable enough to make it a success and this entailed critical thinking and planning. At this stage there was unlikely a formal business structure at the company. The main problem faced was insufficient capital and the other main issue was to determine who would be their potential customers among others. I belief that the owner of the company had scanned the market and determined the customers that is why he ventured into the hospitality industry first because during the transitional period after South Sudan and Sudan signed a Comprehensive Peace Agreement to end hostility and uphold cease fire for six years after which the people will decide in a referendum whether or not to be part of Sudan, there was a big gap in hotel industry. As such Anisa Construction and Trading Company knew that there will be a great need for this sector. He knew that in the long run he will expand to other sectors in order to meet the growing demand in the market. This means that he had a long term vision despite the small start where he would do most of the work in order to make the business alive and grow.

### **Survival**

During the survival stage, the business will focus on growing to a size that is large enough to make the business work. The major challenge is still getting enough cash to cover costs and finance the growth required to enter the next stage.

Anisa Construction and Trading Company at this stage demonstrated to the community that this is a workable business when he had started to construct Tourist hotel after knowing that there are enough customers, skilled workers and some capital to establish the hotel business. At this stage the company was still small with limited number of employees supervised by a small management team which was basically family members.

### **Success**

The success stage is split into two. The success-disengagement stage is when the company has achieved stability and earns large enough profits to survive. The business should be able to last in this stage forever, assuming no environmental changes. The other option is success-growth. If a business goes down this path it will use its market position and strength to push through to the next level. The owner of Anisa Company had to exploit the company's accomplishments and expanded the company to include construction and petroleum in addition to the hotel industry which has kept the company stable and profitable while attaining economic success.

### **Take-off**

Anisa Company grew very fast because there were many customers, the demand was high and there were few people who were able to venture into these business sectors. The owner was able to employ over 100 workers. He assigned the staff with different tasks and appointed others to managerial positions with him the CEO. He was able to delegate responsibility to others in order to improve the managerial effectiveness while controlling performance of each staff. A business entered the take-off stage because it was successful. Due to the good management practices used, the company became a big business and other people started to buy shares.

### **Resource Maturity**

In the resource maturity stage, a company has grown to near its maximum size. At this point, it will be a dominant force in the marketplace. Anisa Construction and Trading Company has put in place effective management structures and ensuring the company stays adaptable enough to react to environmental changes.

The company has consolidated and controlled the financial gain brought about by the rapid growth. Here the owner of Anisa Construction and Trading Company has management decentralization, adequate experienced staff and the systems are extensive and well developed. The company is now different from the owner because it was registered and met fully the requirements needed from a company.

Note that, when a company reaches the maturity stage, the idea that was just a thought is now dominating and has stable profits. This stage relies on a financial source to help overcome the challenges and keep the business up on its booming record.

Although maturity is the final business growth stage, it isn't where you want your business to stay. Companies that languish in the maturity stage might still be growing, but in a sluggish manner. If this is the case, you may need to go back to the drawing board to see how to get your business back in the expansion stage, or think of an exit strategy.