Considering the similarities of the companies it must be mentioned both companies are focused on offering a variety of apparels for men and women, gifts, souvenirs, accessories, beauty products, ornaments, and sports items. From the design of the website of both companies, it is evident both organizations are focused on planning as a key management role.

With organizational planning, mangers of an organization strategically set goals of profitability for a successful future (Miller, 2011). The similarities included in their designing and thought process with both companies trying to portray as much as possible from the services and offers available within their enterprises.

Regarding the differences; it is essential for a company to delve deep within the workforce development and expansion plans to opportunity goals for stages of growth. Ron Jon surf shop appears to be more ahead in business expansion in comparison to the Hilo Hattie organization as Ron Jon shop it can be observed to permit customers the ability to share their likes and dislikes with social media through Facebook, Pinterest, Twitter, You tube and Instagram while such possibility is not observed for the website of Hilo Hattie, customers are not able to share their opinions through Instagram. The accessibility of customer care services are more conveniently available on the Ron Jon surf shop website compared to the Hilo Hattie site which several steps are necessary to reach out the customer care services. The lack of a user friendly site portrays a lack of proper organization for their sustaining of business planning to potential customers; it is important to spread the information of products and services between various social media platforms. The impression of the Hilo Hattie site fails to attain customer loyalty from their lack of customer services by the apprehensively accessibility from poor organization planning.

Miller, H. E. (2011). *Integrating sustainability into business continuity planning*. International Journal of Business Continuity and Risk Management, (3).