**Similarities and dissimilarities comparison**

Considering the similarities of the companies it must be mentioned that both the companies are focused on offering the customers with 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 the companies it is evident that both the organizations are focused on the details. Planning is a key management role within any organization.

With organizational planning and staffing the mangers of an organization strategically steer the companies towards a profitable and successful future (Miller Holmes, 2011). The similarities include in their designing and thought process. Both the companies are trying to portray as much as possible from the services and offers that are available within the enterprises.

On the contrary, regarding the differences, it is essential for a company to delve deep within the workforce development and expansion plans. In simple terms, the company needs to meet up with the employment opportunity goals and plan for the next stages of growth (Teena Dhir, 2011). The Ron Jon surf shop is a lot more ahead in business expansion in comparison to the Hilo Hattie. The reason is in the Ron Jon shop, it can be observed that customers are able to share the likes and dislikes through Facebook, Pinterest, Twitter, Youtube and Instagram. But such possibility is a little less observed for the website of Hilo Hattie. Individuals are not able to share their opinions through Instagram. The accessibility of customer care services are more conveniently available on Ron Jon surf shop, but for the Hilo Hattie a lot of steps have to be covered up to reach out the customer care services.

This portrays a lack of proper organization for the sustaining of business. To reach out for potential customers, it is important to spread the information of products and services as more as possible through different social media platforms (David Ingram, 2014). But the Hilo Hattie has not taken up such step. To attain customer loyalty, customer care services must be easily accessible and that is a major aspect of organizations planning.

**Reference**

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