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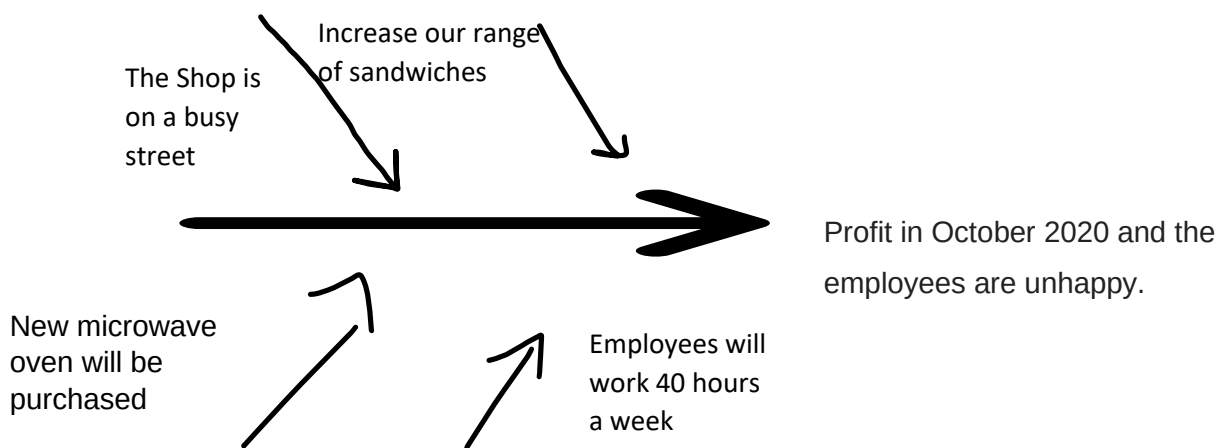
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Problem solving

This is the process of working through the details of a problem to reach a solution. It is a skill which promotes good decision making and encourages confidence and emotional wellbeing.

There are three ways that individuals tend to deal with problems:

- The avoidant approach – This is like the ‘Head in the Sand’ way of experiencing anger and involves a failure to acknowledge the problem. It is characterised by procrastination (putting things off), passivity, inactivity (doing nothing, hoping the problem will go away) and making excuses for not acting (I can’t do anything about it). Individuals who adopt this approach may blame other people or situations for the problem and the problem tends to remain unresolved.
- The emotional approach – Individuals who adopt this approach tend to act impulsively or carelessly and may become angry or upset. They are unlikely to consider different solutions and the consequences and make hasty decisions which may compound the problem.
- The problem-solving approach – This involves a more systematic approach to problems, which includes defining the problem, selecting a possible solution, implementing it and evaluating whether the solution is the right one. Below is a list of things to consider when using this approach to problems.



I mentioned below, the problem solution I saw in my business life

1 year ago, while working at the Bakery Shop, the income was below the target for 1 month, and one day when the business was closed, a meeting was held with all the employees and everyone was given the right to speak. The subject was that the shop did not switch to Profit in October 2020 and the employees were unhappy.

At the meeting, it was first stated that our target is £150,000 per month and we earned £95,000 that month.

Our manager first started the conversation, and the question was whether any of us had any thoughts about why the earnings were low.

One of our waiters answered the question “She mentioned that we work more than 40 hours a week and that we don't come with the same energy every day and that's why there might be a fall”

Another employee stated that she agreed with the fact that we worked too many hours and that there was not much product variety, and therefore we could not earn much.

Our manager asked what kind of different products we could add to it. My answer was to increase our range of sandwiches and add cookies. This answer was supported by my manager and my colleagues. Another employee stated that we can attract customers by giving discounts on certain products and said, for example, we can attract customers by giving free coffee to those who buy a croissant between 7 and 11 in the morning.

The manager saw that cold food was sent to the customer several times, and therefore he stated that they would buy new microwave ovens.

It was understood that the problem was caused by them, it was stated that everyone's wishes would be fulfilled.

A new SWOT analysis has been made

What is SWOT Analysis

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and develop strategic planning. A SWOT analysis evaluates current and future potential as well as internal and external factors. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, start-up, or industry. The organization needs to keep the analysis accurate by avoiding preconceived beliefs or gray areas and focusing instead on real-life contexts. Companies should use it as a guide, not necessarily as a prescription.

STRENGTHS:

- What do you will do well?
- What are your core competencies?
- What differentiates you from competitors?
- Why do customers buy from you?

WEAKNESSES:

- What resources are you missing or lacking?
- What do competitors do much better than you?
- Where are your cost higher than competitors?
- What is your weakest point with customers?

OPPORTUNITIES:

- What changes/ trends offer new opportunities?
- What new or emerging niches can you exploit?
- How you can innovate using new technologies?

THREATS:

- What are the negative trends that present the greatest risk?
- What changes expose your weaknesses?
- What are competitors doing that is damaging your position?

Simit Sarayi October 2020 SWOT Analysis

Strength • Having experienced employees • The is on a busy street	Weakness • Employees working more than 40 hours a week • Less variety of products • Lack of campaigns to attract customers
Opportunity • New microwave oven will be purchased • The shop is on a busy street	Threats • Earnings below the targeted earnings • Employees are not energetic • Microwave oven does not heat sufficiently • The high rent of the shop

References

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