



University of Wales Trinity Saint David

REPORT

BAMB L4 T1G1

Moodle: Community engagement

Topic: Management of Aqua Source company

Assessment 1

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1. Introduction

I choose to write a report for Aqua Source because currently, I am a distributor of this company. I choose to presentation information for this company and the products with e-catalog <<http://fliphtml5.com/fvuph/ffsn/basic/51-100>>, which I developed. Their products are natural and pure with high quality for excellent health and wellness for all families. When Aqua Source began twenty-five years ago, the founders set out to offer people the opportunity to enjoy better health through superior nutrition.

Aqua Source organization has a co-operative structure and the report present management, function, and performance monitoring. Co-operative organizations select between integration, intensive, diversification, and defensive strategies. Internal and external factors review, measuring the company's performance. Strategy monitoring of this type used next tools: strategy framework, balanced scorecard, benchmarking. A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

The relationship between the association's cooperatives and their environment focused on their planning and control systems. Co-operative associations and their role in the sector identifies the steps and tools used for planning and control cycles.

2. Description of superfood and Aqua Source company

My opinion for Aqua Source company for superfood is very good for about promote cellular health and more energy. This company offers superfood and cosmetics designed to support health and beauty. Aqua Source was established in 1994, it includes the product's ingredients from nature. The Aqua Source Super-foods, based on AFA algae, have both American and British certificates, and when exported to any other country, they are put under very strict sanitary control, which guarantees once again their quality on the spot. Superfoods are nutrient-dense so they are high in minerals, vitamins, and antioxidants. For me and my family, health is the first place.

Nowadays have more and different companies for healthy support, but how many people have interesting information from their ingredients. A healthy culture is from the huge value when this company no just sell their products, but they information people for their products and prevention for every time, every day. In the fast-paced daily life, people are increasingly consuming bad food or so-called "junk food", but this has bad consequences for their health.

Positively of their products are energy and vitality, an elixir for the brain, higher immunity, elegance and beauty, protection against diseases, better self-esteem and purification, and feeding. Hippocrates says “Let food be thy medicine and be thy food” viewed 20 April 2020, <<https://fosteryourhealth.wordpress.com/>>. Superfoods are foods that have a very high nutritional density. This means that they provide a substantial amount of nutrients and very few calories.

3. Organization structure of the company

Companies adopt organizational structures to minimize confusion over job expectations. Having an organizational structure helps them coordinate activities by clearly identifying which individuals are responsible for which tasks.

❖ Organizational structures

Aqua Source has an organizational matrix structure and there are big projects and product development processes. The matrix structure of the company has a complete structure in which the reporting relationships are set up as a matrix instead of a traditional vertical hierarchy.

Employees in the organization generally report to project managers as well as function managers – department heads. The structure facilitates the horizontal flow of information and skills. The four employees of department “C” in Fig 1 we can see that they report to the project manager and also their head of department.

Company departments based on work functions, products, geography, and customers. They have several major divisions, including consumer products, commercial finance, and Power Systems. A senior manager heads each of these divisions.

They use network marketing or so-called MLM (Multi-level marketing) also called pyramid selling. Currently, they have 10 000 distributors. This strategy helps them for the sale of their products and the result of this revenue increase. Earnings of the participants are derived from a pyramid scheme or called a binary compensation commission system. For example: 10,000 people make a turnover of £100 or only 2 products per person! $10,000 \text{ people} \times £100 = £1\,000\,000$. This is the method of work that the company applies: They would win 1% more from the efforts of 100 people than 100% from the efforts of one.

Profits and earnings generated by the cooperative are distributed among the members, also known as user-owners. There are four levels of management at this company.

Each of the managers is connected by the managers, the managed, and if there is an uneven distribution of tasks somewhere, the delay in time and the deadline for the completion of the work operations will stop the work process and create a problem. Each manager is required to report on the workflow - daily, weekly, monthly, and annual. The hierarchy in the structure is the “backbone” of the company, if there is a problem somewhere in the levels, the best decision must be made, depending on what the problem is, who responds and what methods of work it applies. This structure is based on rules, principles, working methods that must be respected by the governed and the governing.

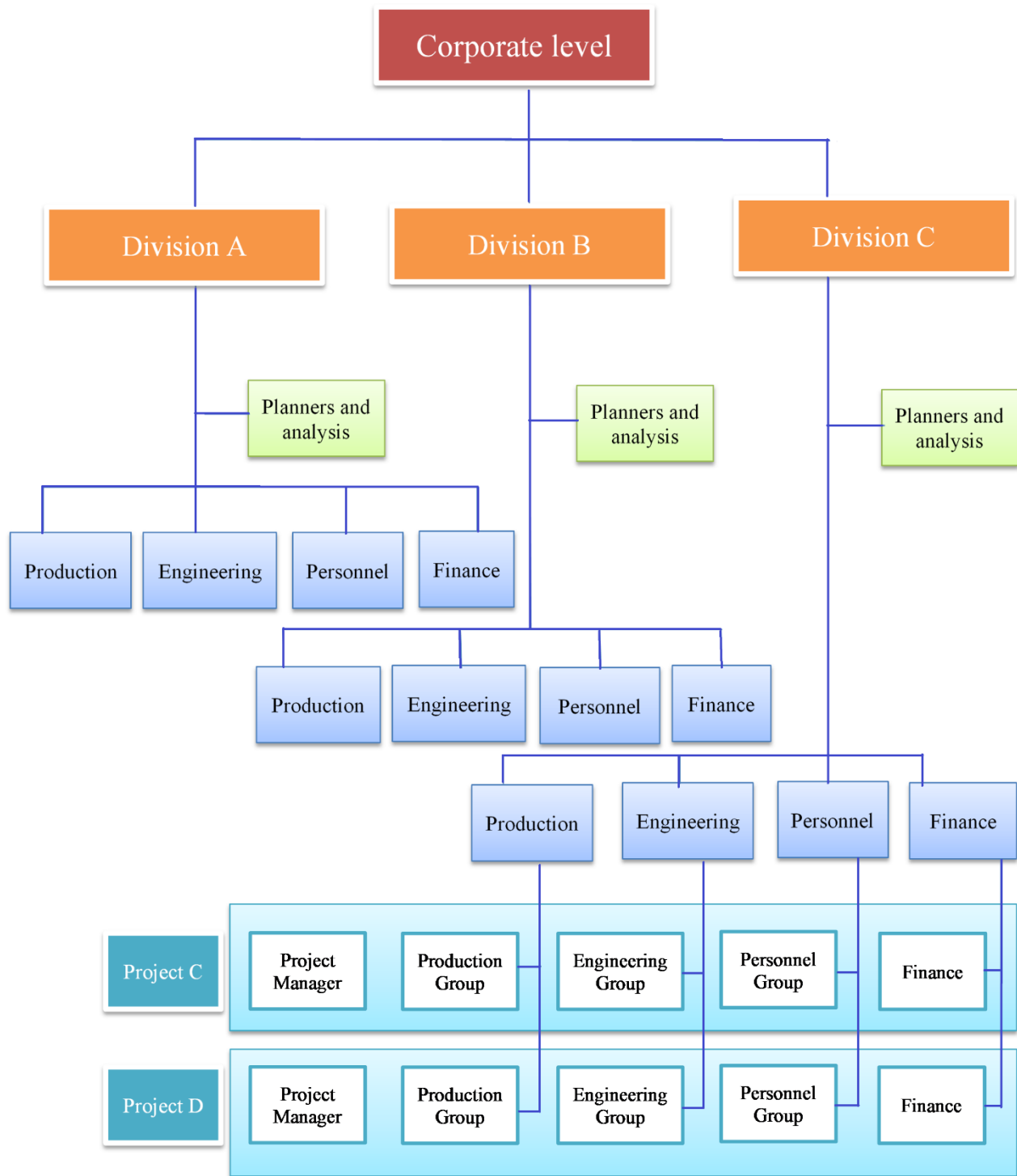


Fig 1. Matrix structure

Organizational structure

http://pvkketcho.pbworks.com/f/Chapter13_Org_Structure.pdf

4. Management of the company

❖ Strategic Management

The company applies the Conceptual Model of Strategic Management (Mission-Vision-Policy-Operational Management-Controlling).

Marketing analyzes are prepared to diagnose and solve business problems and develop strategies and business plans for the survival, growth, and development of the company.

Consulting and training of owners and top managers and leading specialists in the company to manage professional and complete cash flow models, through analyzes of profitability and business sensitivity to internal and external changes in the environment.

❖ Operational management, execution, and control

The company automates a significant part of the processes and facilitates management decisions.

There is good and quality control in the company for the management of commercial activity, warehouse, finances, and accounting.

❖ The benefits of Aqua Source strategies and tactics implemented

Aqua Source is a market leader in natural supplements and natural cosmetics. The company reaches its customers through a network of independent distributors. The operation of a network of thousands of distributors requires a strict schedule of activities for the day-to-day processing of orders and the shipment of the goods requested to each distributor. An interface is required for communication with the forwarding companies, automation in the calculation and payment of commissions, with the calculation of all taxes and social security.

The process of communication with the central office in England with other distributors countries is automated to receive and send daily information about the volumes made by distributors.

❖ Quantitative and qualitative parameters of the company

- Quantitative - decrease in unit cost, increase in the number of customers, higher productivity, higher profit margins, increased coordination value, more retained customers, increased market share, more repeat purchases, increased cost of shares, reduced cost of sales.
- Qualitative - more innovation, enhanced customer collaboration, increased understanding of customer needs, greater customer loyalty, increased customer satisfaction, reduced employee error, increased employee productivity knowledge, increased market leadership, increased organizational stability, increased shareholder satisfaction.

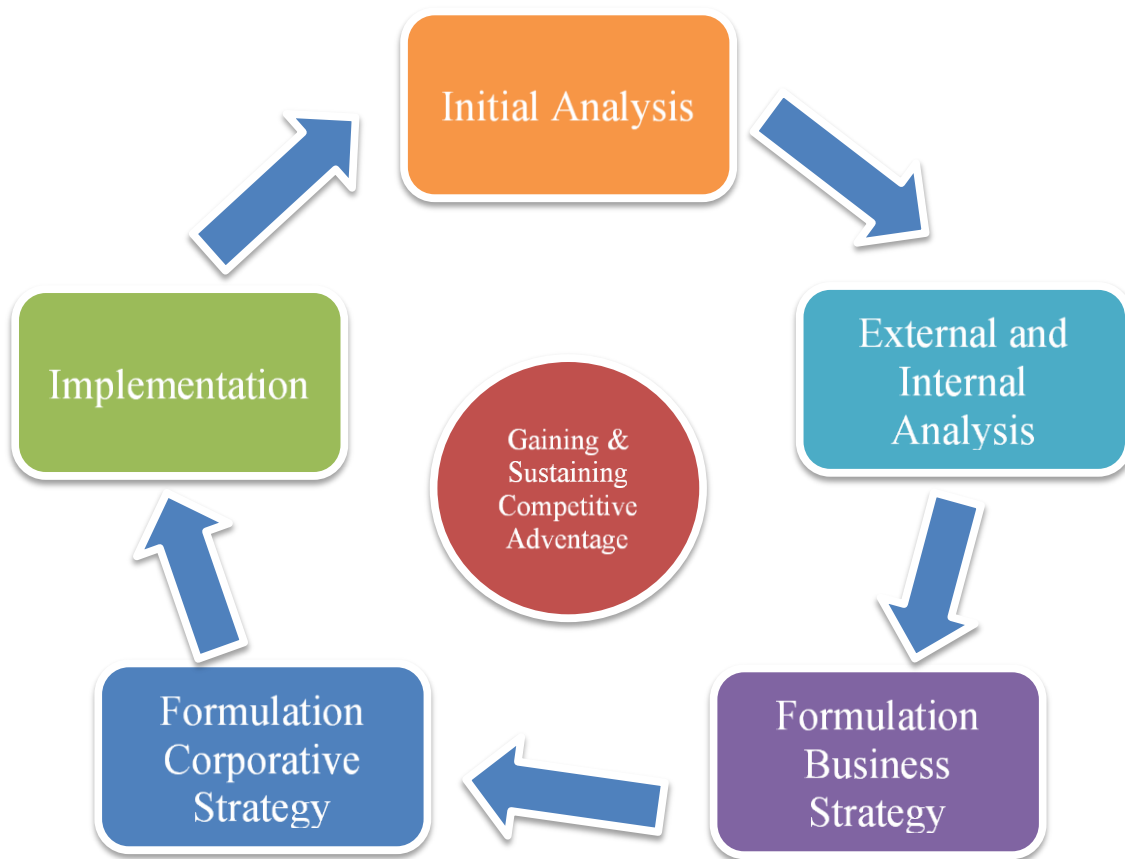


Fig 1. Strategic Management & Strategic Planning Process, Ovidijus Jurevicius | February 13, 2013

<https://strategicmanagementinsight.com/topics/strategic-planning-process.html>

5. Analyze of company

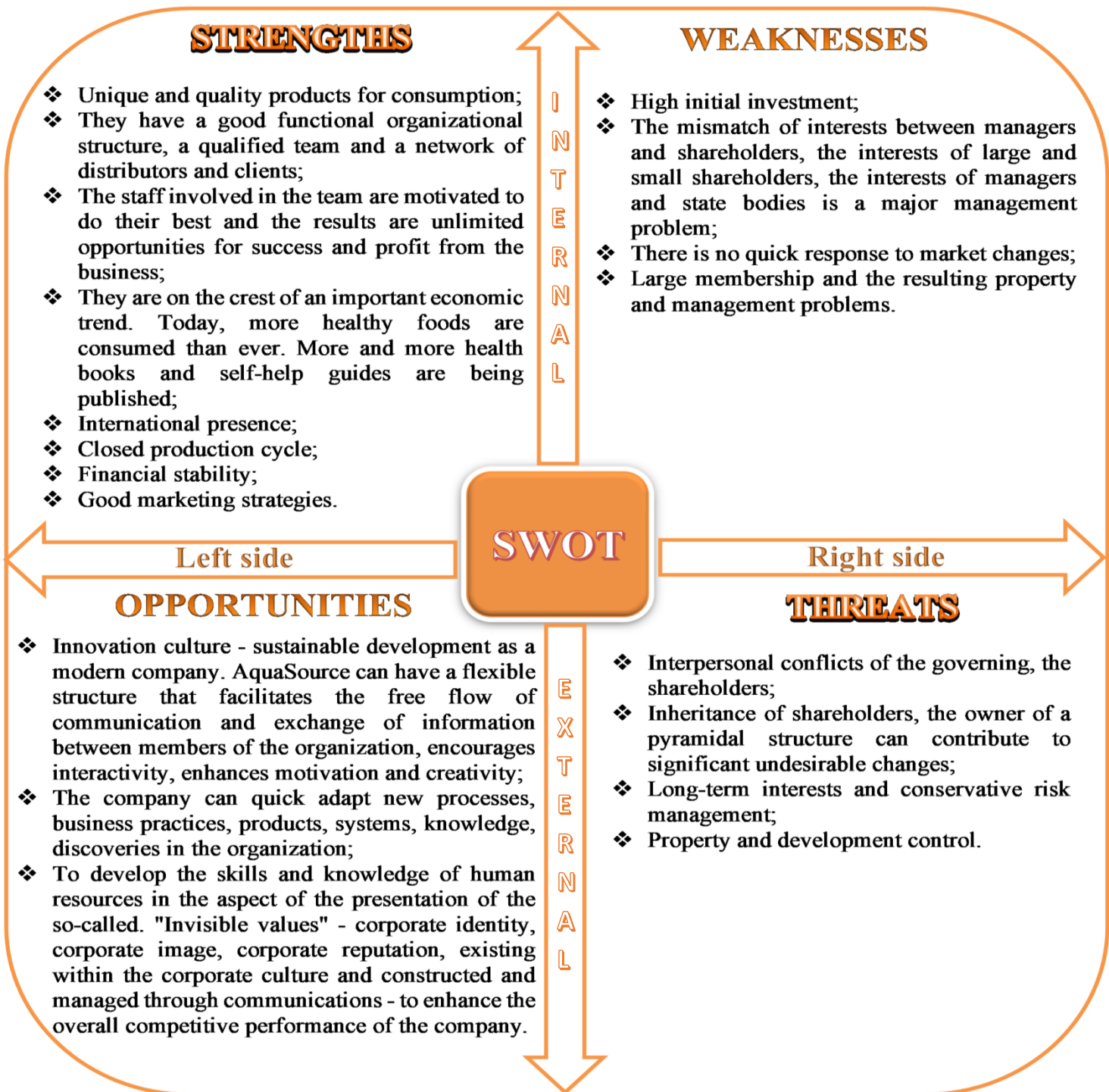


Fig 2. SWOT ANALYZE

6. Solution problem and Programmed decision

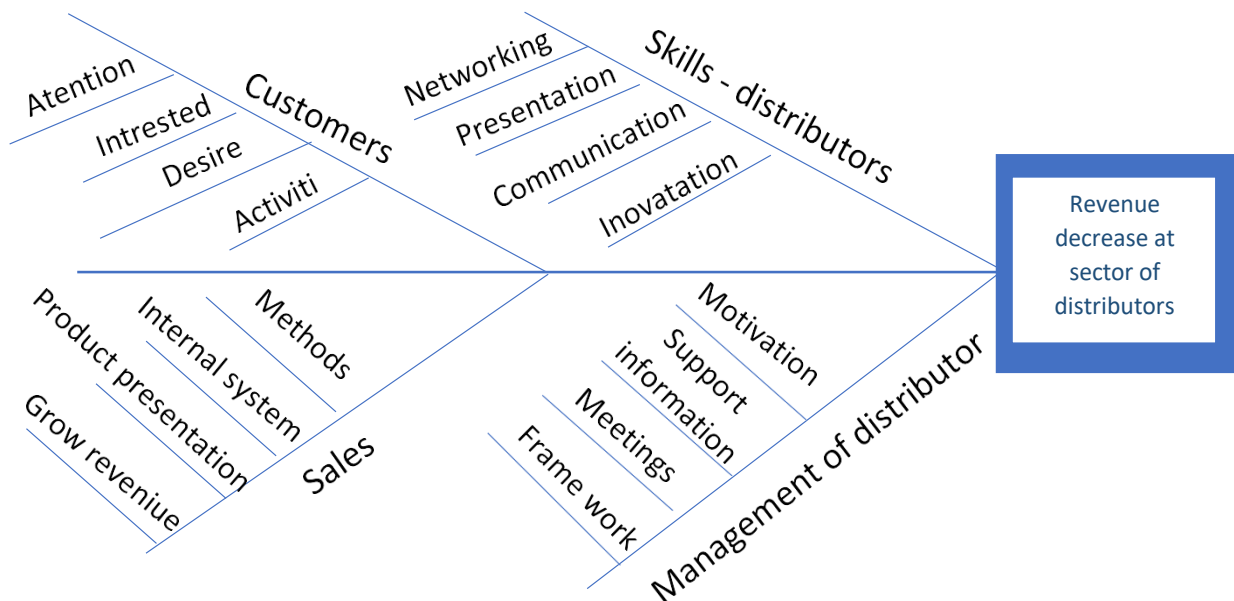
❖ 1st step: Define the problem

A healthy organization structure Aqua Source corporation has international markets, positioning itself not only with its website but also with independent distributors. Sales are great, revenue is growing steadily. But two and a half years ago, stagnant and sales declined significantly. Alarmed, company managers are trying to figure out what happened. They soon find that the main obstacle to sustainable growth is the large proportion of distributors who contribute significantly to good revenue but have exhausted their ideas and are now weaker.

❖ 2nd step: Diagnostic problem

The company believes that the best approach is each of the factors discussed in the fishbone chart can solve the problem. This allows the whole new strategy to discuss all the problems that may arise in this aspect.

Fig 2. Fishbone revenue decrease



❖ 3rd Formulation for criteria for making solution

The ability of the option to improve revenue. The higher the potential, the most preferred the option. Criteria that a company may consider include stability, time, and cost of training improving the distributor's skills. Careful consideration will also be given to the criteria that information could provide, including personality assessments, skills, strengths and interest studies.

❖ 4rd step Identifying alternatives

By following these best practices, they can create a lasting and differentiated competitive advantage for their company. A major strategic and sustainable advantage for winning and outperforming competitors in the market will come from the differentiated use of such resources, organizational capabilities, and the choice made by various strategic alternatives. This study discusses a strategic alternative from an organizational perspective. Strategic alternatives refer to the different actions an organization can take at a given moment.

❖ 5th step Evaluation of alternatives

This study provides a model for result consistency evaluation of multicriterial decision making methods and selection of the optimal one. The model is based on the analysis of the results of methods, that is, the analysis of changes in rankings of methods that occur as a result of alterations in input parameters. In the recommended model, they examine sensitivity analysis of methods to changes in criteria weight and result consistency of methods to changes in measurement scale and how they formulate criteria.

❖ 6th step Choice of alternatives

By pushing the decision to approach independent distributors, they become empowered and engaged. Nowadays not only managers play a role in making the best choice, but they accept more than the consequences.

The result is the motivation of the staff to achieve the goals and better results are the results of their skills, such as presentation, communication, teamwork, and more.

7. Maslow's Pyramid

According to the pyramid of American psychologist Abram Maslow, when a person's primary needs are met. At the first and basic levels of human needs, the pyramid is the so-called. physiological needs. Every day we need to quench our hunger and thirst, sleep to cope with our daily duties, and maintain good health to be alert and vibrant. Without meeting these needs, we cannot exist. This is the Aqua Source company, providing superfoods that keep our physiological state healthy and vigorous. In this concept, each of us needs a baseline to continue climbing up the pyramid. Covering a wide range of consumers, the company provides them with a meaningful life with its family-friendly products.

8. Analysis for report

Getting things done on time and in an efficient manner provides a sense of relief. Understanding the process and knowledge help me that taking proper steps to achieve my goals for the future like accomplish a task. This an association me among my purposes, motivation, and effectiveness in life. All of these factors work together to help me to achieve most of the things that I set out to do. I usually try to manage my schedule with time and organizing tasks. This report helps me to develop my skills and causing me to experience without stress and chaos, which is substantially in business management.

A company with its huge staff and production size, they need good management that they apply successfully. Everyone in the department that works is classified and able to improve the workflow. There is respect fulfillment of the tasks assigned at the required time and precise work performed at the work process. Finally, the company and its management have been built up over the years, with new knowledge, experience, innovation, identification of the company and their products in an authentic way. This uniqueness is complemented by good strategic marketing with the concept of design, product, price, promotion, logo, presentation of information, etc.

9. Conclusion

For almost 25 years, Aqua Source is committed to promoting a healthier lifestyle through natural means. They are a particular solution to help ensure you and your family are getting nutrients essential for health and well-being every day.

They provide the opportunity to apply good manufacturing practices related to

production, storage, and certification of products. This leads to improved product quality and production efficiency by reducing unit costs.

Aqua Sours provides high-quality products on the market, spreads the benefits of the products, and offers business opportunities to as many people as possible in the pyramid structure. They are based on a strong cooperative structure and financial control.

Firms assess their competitors using a competitor's profile matrix and benchmarking to evaluate their strengths, weaknesses, and level of performance.

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