

PROBLEM SOLVING

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Executive summary

The aim of the study is to focus on the problem solving and effective decision making and for this reason, the researcher considers KFC as the preferred organization. The concerned organization is facing some of the issues and all the issues are incorporated in this study. The researcher focuses on the critical thinking and innovations in order to mitigate the impact of the problems. Further, the researcher pays attention to the advantages and disadvantages of information technology to reduce the problems from the organization.

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Introduction

Problem solving and decision making are belonging together. It is not possible to solve a problem without considering an effective decision. For this reason, the aim of the study is to identify a problem that has devastating effects on the business of the organization. Hence, the researcher considers Kentucky Fried Chicken (KFC) which is fast food restaurant chain and has near about 18,000 outlets in more than 110 countries. The aim of the researcher in this study is to find out problems faced by this organization and thereby, the study will provide innovations that help to tackle the problem (Zsambok, 2014). Further, the study will focus on the influencing factors and their impact on the growth of the organization. In the latter part of the study, researcher will pay attention on the employee behavior and importance of technology on the business growth of the chosen organization.

Part 1- Skills for tackling the problems in the organization

1.1 Definition and the stages of the problem

According to the viewpoint of Proctor (2014), a problem can be perceived as a gap between desired state and existing state. However, Zsambok (2014) argues that, problem is a deviation from standard, norm and status quo. The situation is not different in case of selected organization KFC. From the market research, it can be stated that, the concerned organization faces some of the issues in the business economy and thereby, it is necessary for the organization to identify what the problem actually is. As mentioned by Pettigrew (2014), the concerned company faces a lot of problem because of its untrustworthy suppliers. It is worth noting that, over the years, the company has been contracting a number of suppliers that supplied contaminated poultry to the company. Because of this, the company faces declination in the sales percentage. Along with this, the brand image of the company also being damaged. Another problem faced by the company is all due to the lack of strong marketing efforts. Because of this problem, it becomes difficult for the company to reach to a high percentage of people significantly. According to the viewpoint of Anas et al. (2013), lack of strong marketing efforts has that potential to reduce the growth factors and the situation is not different in case of KFC. The market share of the company

is reducing and therefore, the competitors of the company such McDonalds and some other are providing a tough competition to the company.

1.2 Assistance of innovation in solving the problem

After identifying the problem, it is necessary for the company to critically think about the issue so that, it becomes possible for them to take decisions to resolve the problem. As mentioned by Anas et al. (2013), critical thinking is the ability to develop a significant and healthy skepticism towards any data or information presented as fact. Therefore, it is essential for the concerned organization to follow some steps in order to develop critical thinking towards the problem. There are near about six steps of critical thinking and these steps are all about knowledge, comprehension, application, analysis, synthesis and the final one is all about taking action.

It is worth saying that, aside from the critical thinking, the company needs to focus on the innovation as another problem solving tool so that, it becomes possible to resolve the issues effectively. As opined by Pettigrew (2014), it is not possible to solve a problem by using same kind of thinking and therefore, innovation is required in the business operations. In this situation, it is necessary for the chosen organization to focus on the supply chain management. This is because, some innovations and changes in the supply chain management can resolve the issue that is arisen from the suppliers. Further, the company needs to focus more on the information technology and various online platforms so as to advertise the brand in front of the world. As the company is facing marketing related problem, therefore, it is necessary for KFC to focus more on advertising method to regain the brand image in the global market.

Part 2 - Understanding of the organizational analysis and communication skills

2.1 Identification of the key influencing factors

In this section, the researcher focuses on the various key influential factors that impact the growth of the business in the existing along with the target market. One of the tools is the PEST analysis that can be used in this context in order to identify different external factors of the organization that are affecting the business.

Political:

It is worth saying that, political factors influence an organization in a number of ways. Political factors can develop opportunities and advantages for the company. However, it can provide a number of threats to the company as well. In case of KFC, there is FDI restrictions in all the developing economics (Anas et al. 2014). The company has a number of outlets in developing economies like India, China and some other. For this reason, this political factor performs as a threat to the company. Another political factor for the concerned company is all about unrest in the Middle East and therefore, the company is facing a number of issues in having business growth in this market.

Economical factor:

Economic factors include consumer confidence index, economic growth trends, taxation, disposal index, unemployment and some other. In evaluating the economical factor of the company, it can be stated that, the company is facing issues because of devaluation of the Euro. This threat significantly impacts the business growth of the company in these countries. However, from the market research, it can be stated that, the Asian middle class in the rising state and this can be performed as the economical beneficial for the concerned company (Rijal, 2015).

Social factors:

Aside from the political and economic factors, there is social aspects that impact the business of an organization. In case of KFC, the diet style of the Asian middle class has been changing and therefore, the sales of fast food of the company are decreasing. Therefore, this factor performs as a threat to the company. Aside from this, the customer are becoming concern more about the environment and this critically impact the business of the company. This is because, from the market research, it can be seen that, there is huge percentage of fat, salt and sugar in the fast food of the company and these are impacting the health of people.

Technological factors:

The company is focusing on the technological factors so that, it becomes possible for them to increase the revenue in comparison to its competitors. For this purpose, the company focuses on the social networking sites in order to increase brand loyalty.

2.2 Letter to line manager

To

The line manager

Subject: Addressing the impact of PEST analysis on KFC

The impact of macro environment within KFC can be observed in the form of activities that are further conducted by the company. The letter is structured in order to highlight the impact of political, social, economic and technological factors on the organization. From the above study, it can be stated that, the company is facing a lot of problem from the political factors. The FDI restrict the development of fast food restaurants in the developing countries and for this reason, the company is facing threat in emerging business on that developing economics. Further, the consumers are becoming more concern about the health and environment. As there is rumor that, the company is selling all contaminated poultry, therefore it hampers the customer loyalty in the global market significantly. Besides this, Euro is devalued and therefore, it impacts on the economic growth of the company negatively.

Part 3- Employee behavior

3.1 Definition and types of employee behavior

The key term employee behavior refers to the manner in which they respond to the particular circumstance in the workplace environment. Though, there are a number of influential factors, the organizational culture influence the behavior of the employee mostly. According to the viewpoint of Young et al. (2015), employee needs to behave sensibly in the workplace so as to avoid conflicts. In most of companies, it is necessary for the employees to perform in a team and therefore, they need to maintain sensible behaviour so that, it becomes possible for them to avoid any kind of obstacles. There are individuals who are unable to handle stress while there is another group of employees who has the ability to confront unforeseen circumstances with a smile.

According to Reb et al. (2015), there are different types of employee behaviour that can be seen in the workplace. Some of the employees try to harm the productivity of the company while other wants to provide competitive advantage to the company. On the basis of this, there are mainly two types of employee behaviour in the workplace. Those are organizational citizenship and the other one is all about counterproductive work behaviour.

Organizational citizenship:

In the present cut-throat competition, the concerned organization KFC need to provide some extra to the customer so as to improve the customer retention in long term condition. In this situation, the employee needs to engage more emotionally to the organization so that, it becomes possible for them to provide a competitive advantage to the company.

Counterproductive work behaviour:

Employees with this behaviour have the tendency to harm the organization. From this perspective, the company is facing high employee turnover that needs to resolve as soon as possible so that, it becomes possible to reduce the impact of other problems in the workplace effectively.

From this study, it can be stated that, managers need to consider some of the influential measures in order to manage the behaviour of the employees (Shen and Benson, 2016). One of the key steps is the communication. It is necessary for the management team to communicate with each of the employee so that, they become able to know the nature of employee. Along with this, they can empower the employees with the help of this strategy. Another factor is all about incentive. This may play an important role in managing employee behaviour in the workplace (Alfes et al. 2013).

Part 4 -Data analysis skills and information

4.1 Advantages and disadvantages of information technology

The concerned company faces some of the issues in the global market. In this situation, the incorporation of information technology can be beneficial for the organization (Holtshouse, 2013). However, this information technology has some of the disadvantages and therefore, it is essential to stay awake in order to resolve these pitfalls. In this situation, researcher provides some of the advantages and disadvantages of information technology in the context of KFC.

Advantages:

- Support decision making in resolving the issues that are decreasing the market share of the company.
- From the PEST analysis, it can be seen that, the company is facing some of threats from the political factors. In this situation, incorporation of information technology can promote the company globally (Chen and Zhao, 2014).

- Further, the company can be able to communicate efficiently and quickly with the stakeholders and this will develop the operations of company significantly.

Disadvantages:

Besides having advantages, the information technology has some of the disadvantages. One of the discredit is the security breaches (Leonardi et al. 2013). Competitors and other rivals can access the confidential data of the company and this may reduce the brand image of the company to the customers. In the present time, the company is facing some losses and therefore, implementation of information technology can be expensive to the company.

Conclusion

From the above study, it can be concluded that, the concerned company is facing some of the potential issues and for this reason; the company is reducing the market share and the brand image. For this reason, the management team of the company needs to focus on the critical thinking and innovations in order to reduce the impact of the issues. Aside from this, the company can use information technology so as to mitigate the impact of problems in the operations.

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