

University of Wales Trinity Saint David

BA (Hons) Business Management Level 4-Weekend

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Executive summary:

This report has provided an outlook on the concept of community engagement and its impact upon a selected company Mercedes Benz. This report will display the background of the company and the success story. Besides this, the discussion will be based on the business process and the business environment of this reputed organisation. Each role of employees will show how to increase productivity by best performance. This report will also display the role of an ideal leader, needed skills and knowledge, and how they influence the production, or this selected organization.

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Introduction:

Organisational growth depends on the structure of community engagement and its working process. A group of people make a positive working environment by their expertise and gain the power to fulfil the objectives of an organisation. Besides this, with the involvement of team leader also deliver the strength to achieving success. Team leaders of an organisation appoint numerous people to mitigate the demands of an organisation and its customers. This particular report will describe a famous automobile company and its community engagement structure. Besides this, this report will show this company gains the ability to fulfil its objectives through good community structure.

Overviews of the organisation:**Sectors:**

Mercedes Benz is one of the famous automobile companies, which was founded on 28th June 1926 by Karl Benz and Gottlieb Daimler. This company is well known for its innovative luxury cars, truck, buses and vans and has sold almost 2.3 million vehicles all over the world (Lanzerath, Wunsch and Schön, 2017).

Size:

As per the report of 2019, almost 2,98,700 employees are working for the development of this reputed company. Manufactured vehicles of this company have distributed in 17 countries. It is reported that The United States of America has contained high numbers of Mercedes cars from any other country (Lanzerath, Wunsch and Schön, 2017).

Structure:

Mercedes Benz has maintained a functional structure for the development of overall business. The aspects of the company are telling the story of success. The employees of this reputed company have contained enough skills and knowledge about the business. Services and products that are provided to the customers are well maintained by these experts' functional team of Mercedes Benz (Gong, Greenwood and Song, 2017).

Goals:

The major purpose of this company is to maintain the leading role around the global market. Besides this, it also wants to enhance the process of brands' position in electric mobility and urban areas (Gong, Greenwood and Song, 2017).

Mission:

Mercedes Benz has the purpose of keeping involved in every task for growing fast in the global market. The only vision of this company is to become as world's most renowned centre to provide the best customer services and mitigate customers' needs. Fulfilling the goals, this company is promising to do everything for making a positive and best environment for all skilled people from around the world (Hawkins, 2016).

Values:

It is observed that Mercedes Benz always keeps its customers in the first position. This company tries to provide the first value to its customers by knowing their needs and interest. This company wants to satisfy and delights its partners and customers (Gong, Greenwood and Song, 2017).

Customer needs of products and services:**Innovations:**

It is essential to put changes in every working process and outcome. This is the primary need of the customers of Mercedes Benz Company. This company has input lots of change through the help of modern technologies. The expert of this company has implanted much creativity to design cars and other vehicles (Xu, Ren and Guan, 2019).

Prices:

The next demands of customers are to maintain reasonable rates of products. It is observed that the cost of cars that are manufacture with modern style is so high. This is the main reason that people who are not stable from the economic side is unable to purchase their cars. Besides this, customers want to decrease the instalment amount after purchasing cars (Rybicka and Drożdziel, 2016).

Quality:

In every organisation, quality product is the first requirement of customers. That is why Mercedes Benz is focusing on the quality of its products. This company has tried to improve more from the quality of each manufacturing products. For that, this company has appointed numerous experts who can provide the best ideas and thought on how to improve quality in products (Xu, Ren and Guan, 2019).

Variations:

Variations are also needed aspects of customers. It is come to know that Mercedes Benz has brought lots of variety in their business process and the products. New cars of this company are more different from the others. With this, Mercedes Benz is gaining the power for attracting more customers towards them (Rybicka and Drożdziel, 2016).

PESTEL analysis of the organisation:

Political factors:

Germany has stable political environments. The government of this country has contributed to the development of technology and human resource. Policies and processes of requirement allow high talented people for introducing.

Economic factors:

Mercedes Benz has faced some issues of unbalanced supply and demands of customers. Cash flow creates problems for the manufacturer of this company. But on the other sides. The improvement in efficiency may be the cause of excess supply.

Social factors:

Mercedes Benz has focused on the process of Human capital development. For that, this company has provided many opportunities for people around the world. Training allows the development of human resource.

Technological factors:

The manufacturer of Mercedes Benz in Taiwan entirely depends on the technology. Foreign Governments try to invest in modern implant technology during the manufacture of vehicles.

Environment factors:

The business of Mercedes Benz contains favourable regions for development. This company is also able to offer simplicity in the expansion of capacity.

Legal factors:

Mercedes Benz gets protections by adopting IP rights. But on the same side, this company has the limitation of getting contracts that have a strong influence on the business (Leviäkangas, 2016).

Roles of employees in the organisation:

Hr manager:

HR Manager of Mercedes Benz is focusing on the selection process. By this, they can able to choose experts for the growth of the company. Besides this, the HR Manager has the responsibility to develop skills and knowledge of employees through their positive activities (Buitelaar, 2019).

Communicators:

Communicators of Mercedes Benz can make positive communication with dealers, customers and partners. This the main reason for increasing fame in the international business market (Osmond, 2016).

Problem solver:

The problem solver is the person who can solve issues in Mercedes Benz Company. These people are highly skilled and performer to fulfil their objectives (Osmond, 2016).

Training and development for the growth of the organisation:

Training and coaching system:

Training and coaching are a must for the development of Mercedes Benz. Through this process, an individual can improve his or her performance and also provide the best outcome for this organisation.

Customer engagement:

Improvement of the customer base is mostly recommendable for the development of the organisational structure of Mercedes Benz Company. Through this, customers can be attracted by some rewards and offers that are provided by this reputed company. Apart from this, few facilities in the insurance and instalment process also engage more customers to this company (Buitelaar, 2019).

Employee engagement:

To increase the productivity of Mercedes Benz, it is essential to appoint more expert employees, who have enough knowledge about the entire business process. Through this, the Organisation can gain the ability to improve organisational performances (Issa, 2016).

Chosen role and its importance for organisational growth:

Mercedes Benz needs more experts for the development of the organisation. Therefore, appointing team leaders is the primary need for this company. Through this, it is possible to increase the workforce and productivity of this reputed company. Besides this, team leaders can face any challenges and mitigate the demands of customers and the organisation.

Needed skills and knowledge for maintaining the role:

To be a good team leader, it is essential to have some skills and experience:

Communication skill:

Through communication skills, an ideal team leader of Mercedes Benz can know about the issues and internal facts of business. Besides this, the team leader can quickly motivate team members and put them in the working process through the best communication skills (Pittman and Gramberg, 2016).

Problem-solving ability:

This is another essential ability that is much needed in an ideal team member. Various times Mercedes Benz has faced employee conflict at their working place. After that, many issues are created and becoming the cause of decreasing the productivity of any project. The team leader of this company should have the ability to overcome those bad issues with the implementation of a suitable strategy (Yao and Schwarz, 2017).

Decision-making ability:

An ideal team leader of Mercedes Benz should have the capacity to decide on the needed time. With this, a perfect team leader can solve the raised issues with his or her expertise.

Team handling knowledge:

To be an ideal team leader, it is essential to have the capacity for handling the team. Mercedes Benz needs this more because this company has the aim to appoint more expert for increasing business market (Hudson, 2016).

Requirements of training and development:

The development of organisational structure and business process of Mercedes Benz training for each employee is most needed. Through this, this company gains the ability to provide tough challenges for its rivals like BMW and Ferrari. The vision of maintaining leading positions globally, also being well maintained through the training and development process (Hudson, 2016).

Conclusion:

This report has provided an outlook on the concept of community engagement that is well maintained by a famous automobile company Mercedes Benz. This company has a robust functional culture that is why employees are working diligently to take this company to the highest peak of success. Besides this, the expert of this company has adopted various methods to bring variation and provide satisfaction to its customers. For the development of organisational structure, this company has taken a training and coaching system for increasing the skills and performances of employees. This entire process is the main reason for maintaining the leading role in worldwide by Mercedes Benz Company.

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Proposal

Introduction:

This is a proposal report for researching a famous automobile company Mercedes Benz. This also will reflect the approaches that are taken by this organisation for engaging community for the development of business.

Research aims:

The aim of this research to evaluate and analyse the idea of community engagement and its activities that has an impact on the business on the selected organisation. The report also aims to expand the business and do the necessary analysis for that.

Research objectives:

Through this research, the researcher will try to establish some vital objectives. Such as:

- Researches on the company's background and the organisational structure of Mercedes Benz.
- Researching the activities of team leaders for the development of the organisational structure.
- For finding out the influences of community engagement on the selected company Mercedes Benz (Yao and Schwarz, 2017).
- Analysing various activities and the role of employees for organisational development.
- For understanding the connection between employees, members and organisation.
- Collecting information about the business environment of the Mercedes Benz company.
- Investigating the way for developing personal performances through training and coaching.
- Researches on the needs and the way that is taken for providing satisfaction to the customers of Mercedes Benz Company.

The rationale for choosing the topic:

Community engagement system is an essential part of the development of organisational business. For that, employees are playing a vital role in this system. Training and development process are more critical for increasing the productivity of the reputed company Mercedes Benz.

Through this, employees can increase their productivities and performances and able to provide positive outcomes. Besides this, each role of employees is maintaining different responsibilities. This selected company is ready to increase productivity and competitive advantages through the entire process of community engagements. This discussion also put lights of the analysis on the business environments. Through this, it is possible to know about the strength of this selected company. Apart from this, the particular discussion will show how ideal team leaders of this company enhance their abilities, knowledge and skills for the fulfilment of organisational needs (Hudson, 2016).

Research methodology and research plans:

This entire research report is based on a little part. The first part of the discussion will show the background of the selected company Mercedes Benz. This discussion will reflect the structure, size, value, mission and vision of the company chosen. After that, the needs of customers will be described clearly. Next part will show the information about the business environment by PESTEL analysis on this company. After that, the different role will show how they manage the entire process of development. Then, the researcher will discuss the importance of development and training. There will be selected role of team leader and its needed skills for the development of the organisation. Besides this, this part will also reflect how the efficiencies of those people enhance the productivity and performances of the selected organisation.

Conclusion:

Through this proposal report, the plan will show the process of approaching of a researcher. Every point transparently indicates about the organisational objectives. This will also reflect how expert of this company manage customers and provide satisfaction through community engagement. This proposal for discussing community engagement process.

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