

Managing Enterprise in the 21st Century

BMSW4006

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Executive Summary

The study summarises that Covam will operate its business of manufacturing and selling sanitisers after implementing a hierarchical structure. This will include one board of directors and a CEO. They will take the majority of the key decisions for the betterment of the company. There will be a staff director and volunteer director who will monitor the work and submit reports to the higher authority. Under the staff director, there will be a finance director, communication director, inventory director, fundraising director, and operation director. They will be directing and guiding the specialists to ensure effective operations in the workplace. The Transformational leadership strategy will assist the company to squeeze the real approach of innovation and serve its general purposes of it. The company Covam to become a socially responsible business entity in the future will follow Carroll's Pyramid of CSR to present itself as an ethical and responsible business to its customers, investors, employees, clients, and other stakeholders of the company. Following this framework will help the company to fulfil all their responsibilities and attract more investors to invest in their business, and customers to boost their sales in the competitive marketplace in the future.

Management and organisation

Management is one of the key aspects of a business to run successfully. While producing hand sanitiser, the company Covam will implement a hierarchical structure in the workplace. The company will look to **hire 50 people** at the beginning where 25 people will have more responsibilities to process the operations. The rest of the 25 people will work on the ground while following the instructions of the seniors. Most of them will be involved in delivering the sanitisers to the other corners of the city or country. Following this structure, the company will have a **Board of Directors with three people**. All the key decisions will be taken by the Board of directors to grow and increase sustainability in the market. The company will appoint a **Chief Executive Officer** to monitor the whole process of business operations in the company. The CEO will have the responsibility to submit reports to the Board of Directors.

The CEO will be assisted by the **staff director and volunteer director**. Under the staff director, there will be a **finance director, communications director, fundraising director, operations director, and inventory director**. Each of these staff will have the responsibility to guide the juniors and bring the best work out of them. They will also have the responsibility to monitor and maintain work efficiency in their designated field. Then they will have to submit the reports to the staff director so that the higher authority can develop further strategies and make effective decisions.

The finance director will have the responsibility to manage and direct **three finance specialists**. These specialists will have to be responsible for providing financial advice to the finance director. Along with that, these specialists will also have to develop financial models so that financial risks can be assessed. They will also be responsible for advising clients along with developing trading strategies so that more sanitisers can be sold. Thus, they will have to improve the financial operations of Covam. The financial director will direct them to do their work efficiently. The financial director will also have to motivate them so that they can produce an effective financial model for the betterment of the company. This whole team will have to record the profits and losses of the company while keeping an eye on every business transaction.

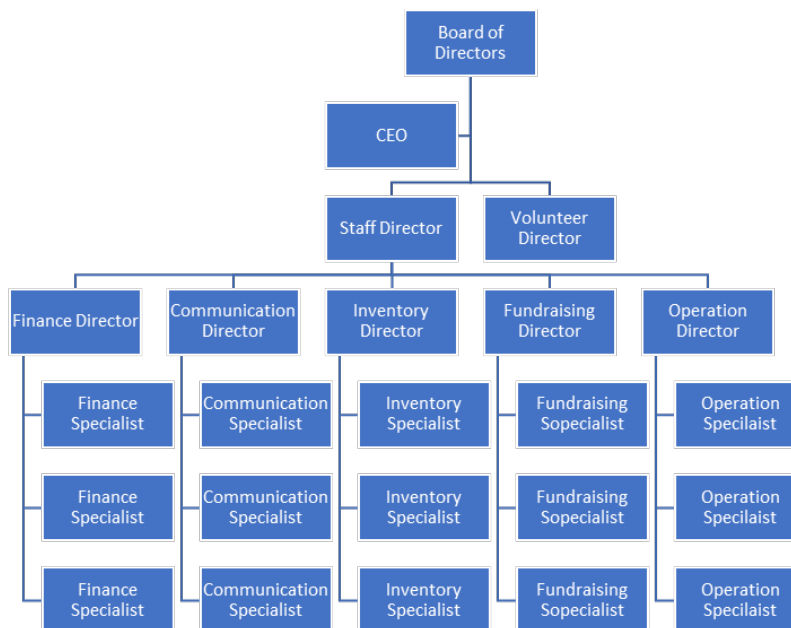
The company will hire **three communication specialists** who will be directed by the communication director. This team will have to communicate with the clients as well as the supply chain. They will share the advantages and specialties of Covam sanitisers with the clients so that sales can be increased. This team will also have the responsibility to handle the relationships of the company with the customers. They will listen to the queries of the clients and answer them properly. Thus, they will have to increase customer satisfaction levels which will reflect in the increasing sales. The communication director will guide the specialists to plan various social

media campaigns. It will be helpful for the company to increase its brand awareness and reach many people easily.

The inventory director will be responsible for giving directions to the team of **three inventory specialists**. The team with the direction of the inventory director will check the shipments going in and out of the company. They will also have to monitor the work of the ground workers to make sure that the orders are delivered correctly. They will also have to report the issues in inventory management to the director. Then the director will address and solve the issue and submit the report to the higher authority.

The fundraising director will be monitoring the work of the **three fundraising specialists** along with directing them. The team of fundraising specialists will have to conduct research online along with building potential individual donors. Thus, they will have to raise funds for the activities of Covam. The director will guide the team in planning, developing strategies, and organising fundraising campaigns. Manufacturing sanitisers is costly work and this needs a lot of resources. This is why the fundraising team will be one of the most important aspects for the business to grow and sustain. As this team will be directly in touch with the external bodies out of the company, it will also contribute to increasing brand awareness in the market. The **operations director** paves the way for development in this approach. The entire work of the operation will be managed by the operation director. The operative works in terms of managing daily activities by looking into several departments. The person will be highly efficient to recapture the basic perspectives of the business. The operation director will manage several departments like the marketing department, sales department and HR department. The marketing department will take into consideration the basic spheres of the market and distribute the products accordingly. The sales department will look into the buying patterns and behavioural aspects of the customers. The HR department will look into the basic phenomenon of the organisation where the values of the business will be served. The ethical and sociological aspects of the business will also be managed by the HR department. Under the operation director, operation specialists will come forward to manage the workload. The **operation specialists** will set up the priorities of the project for all the employees. It also schedules the meeting of the company where the general outcomes of the business and the strategy will be discussed. The operation specialists will also operate the objectives of the company. If any perilous instances occur in the atmosphere of the business and it perceives the effects of loss; the operation specialists will provide another way where the general outcomes can be minimised. The operation specialists will also provide several specialised advice and facilitate the employees in their achievements. They will also look into the implementation process of the business. The inventory of the business will also be managed by such operation specialists. They

will also look into the supply of orders and the maintenance of the products. If any customers face any problem in terms of using the sanitisers, the replacement process will also be managed by them. The entire operation team will be managed by them and suave contact with the external stakeholders will also be made by them. Their critical thinking ability and efficiency in problem-solving will pave the way for development and create a sensation in the arena of business. Hand sanitisers become a part and parcel nowadays in the entire lives of humanism. For that reason, the efficacy of the management system and the dexterity of their thinking ability will assist Covam to reach the zenith of achievement in the upcoming days. Leadership is also an important perspective of the management process. Without the efficacy of the leaders, no business can create a sensation. The management process of Covam will follow **Transformational leadership**. This leadership style will help the company to engage the employees in the innovative approach and shape the future success of the organisation. Transformational leaders are efficient enough to encourage employees and serve the basic values of the project. The self-efficacy of the employees will pave a suitable way for development in the management team of the company and help it to reach the apex of achievements.



Social responsibility and sustainability

To stand out in the competitive marketplace and enhance its brand awareness to increase their customers base the Covam company will work on its business ethics and do the social work to present itself as one of the socially responsible and sustainable companies that will follow Carroll's Pyramid of CSR model (Kusyk, 2021). This model will describe the philanthropic, economic, ethical, and legal framework that company Covam would follow to produce products which are

eco-friendly and thus, through their business ethics and adherence to all the rules and regulations present them as a socially responsible company in the marketplace.

Economic- The main objective of the company Covam is to earn more profit by selling hand sanitisers in the market. Due to the Covid-19 pandemic, hand sanitisers became more popular and the basic needs of customers. They will target the group of youngsters, schools, hospitals, and restaurants to sell their hand sanitiser products in the market and generate more revenues from this business and grow their company. The company will produce the hand sanitisers by keeping the ROI in mind and using the right amount of pH level, water hardness, temperature, and relative humidity to produce effective and potential health hazards sanitisers for the customers. Thus, outsourcing the production line and manufacturing the high-quality sanitisers for the target group of customers will help Covam to enhance its brand image in the mind of its customers through their value proportions and thus, attract more customers to their business which would boost the sales of the company and results in more revenue generation by selling the hand sanitisers.

Legal- To conduct the business ethically and under the legal framework, the three boards of directors of the company will make policies and norms of how to conduct the business codes and elaborate the concept of it to all their workers. The company will also follow the other laws and regulations where it is going to operate its business. The company will pay all the fiscal, and tax rates to the government on time to avoid the consequences in the future. The company will follow the WHO precisions and guidelines to prepare hand sanitisers such as concentration of hydrogen peroxide, percentage of glycerol and isopropyl added to produce premium quality hand sanitisers and can licence the products in the market without any complication (WHO, 2022). The company will also adhere to the Employment Act 1996 law where they will offer a safe environment and protect the rights of their workers of getting maternity leaves, sick pay leaves, minimum wages, and minimum wages based on their positions, and other benefits. The company Covam will also follow the Equality Act 2010 to avoid discrimination in their future business workplace irrespective of caste, gender, sexuality, disabilities, and so on. Thus, the company will gravely process all their production and working culture by keeping the legal responsibilities in mind and thus, present itself as a socially responsible entity in the market (David, 2022).

Ethical- To fulfil the ethical responsibilities all the managers of the company Covam in the different department such as operation managers, inventory managers, finance managers, communication managers, and others will work with integrity and demonstrate ethical practices to manage and encourages other members to distinguish rights from the wrong and make ethical decisions to profit the company and represent them as one of the ethical businesses in the future.

To remain ethical the company would use organic material to produce the hand sanitiser and thus, helps to provide a sustainable environment through their safe business operations. The company will also look upon the working culture and provide a safe and healthy environment to all their 50 workers in the future. To be respected and ethically right the company will treat all their workers equally, motivate them, provide training and development programmes for their skills development, and include the diverse culture to come up with more unique ideas when preparing the hand sanitisers in the future.

Philanthropic- To be socially and philanthropically responsible while producing hand sanitiser, the company Covam will follow the Environmental Act 2021 to protect the environment from their economic activities and provide a sustainable environment (Legislation, 2022). They will outsource and manufactures the products keeping the Act in mind and minimise the water consumption, polluting the air by eliminating various greenhouses gases such as carbon dioxide, nitrogen dioxide, and other gases, and will minimise the waste products from their business operation when producing the products to sell in the market. The government aims to become net zero to enhance the air quality, biodiversity, greenery and sustainable environment and thus, to abide by all rules the company Covam will focus on their operations to eliminate the greenhouse gas footprints. The company will also work towards providing a good quality of life to society.

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