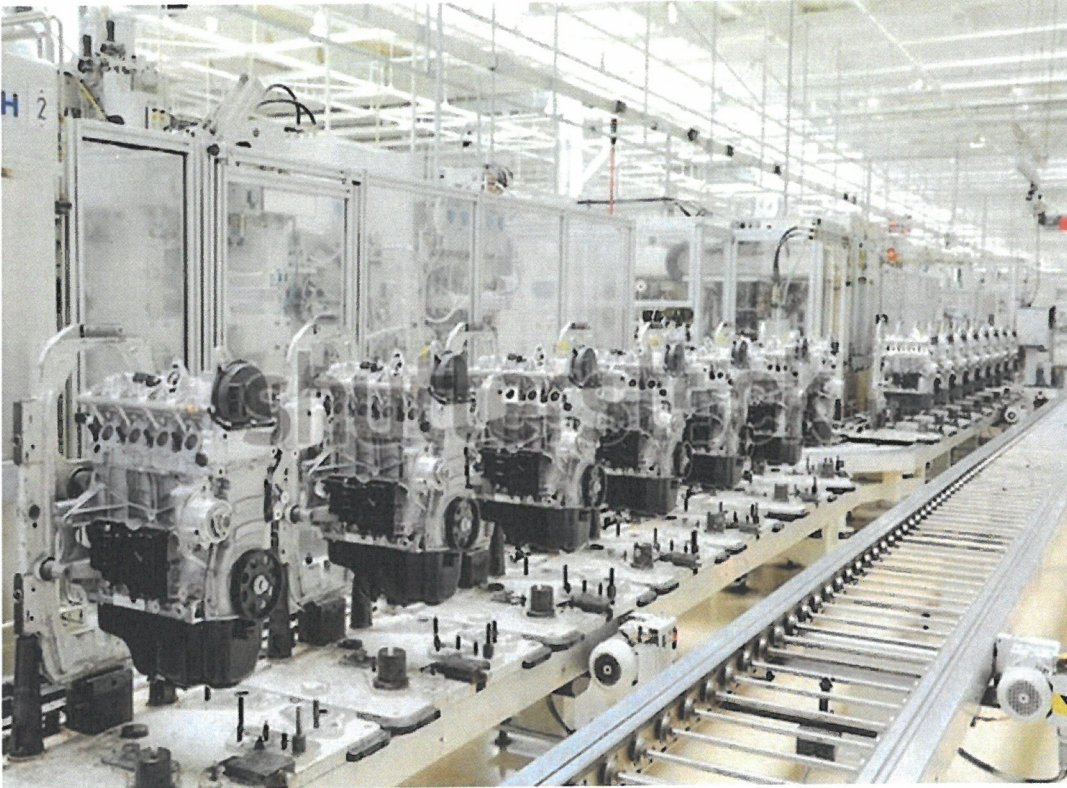


58
62
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64

64%

a very well
researched
piece of work.
You'd have
achieved
higher
marks.



AIRCRAFT PARTS MANUFACTURING COMPANY

Assignment

ABSTRACT

As a part of my course I have been given this assignment by my lecturer Coral Planes, for us to show what have we learnt throughout our course in my assignment you will find all the related factors on the scenario in the assignment.

Naeem Noor
Management,
Innovation and
Sustainability.

had you
used
more
referencing
and more
practical
suggestions to
improve

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These are some of the problems which we need to tackle on them as soon as possible as those factors make a huge difference to a business. Now my job is to minimize those problems.

[2.0] SWOT and PESTLE Analysis:

Most of the organizations use SWOT and PESTLE analysis for their businesses to identify their businesses where they stand. A main reason why businesses use SWOT and PESTLE is because these tools offer huge and effective analysis of a key areas of a strategic plan. SWOT stands for strength, weaknesses, opportunities and threats, whereas PESTLE has a massive coverage of businesses and the external issues which include economic, social, technological, legal and environment. By looking at them you can work out the current situation of any business it will gives you their situation both externally and internally.

I will analyze the current situation of the organization by looking at their SWOT and PESTLE, and then work my way up to improve the situation of our aircraft parts manufacturing company.

What I need to do now is to MATCH and CONVERT, I will match all the factors and then convert weaknesses into strength and threats into opportunities. This will prepare us for the future and even the coming opportunities. Below is an example picture of the SWOT how I will be working on it.

a nice,
clear introduction -

Strengths:

- ❖ Current staff.
- ❖ Current Resources.

Weaknesses:

- ❖ Poor management skills.
- ❖ High turnover.
- ❖ Limited platforms/physical stores.
- ❖ No investment in the advanced technology.
- ❖ Falling sales.
- ❖ Customer and goodwill.
- ❖ Policy reform.

*good,
directly
related
to
case study.*

Opportunities:

- ❖ Can install advanced technology.
- ❖ Focus on customer needs.
- ❖ Focus of the customer requirements in terms of the products.
- ❖ Using latest software's for CNC.
- ❖ Product skills.

Threats:

- ❖ High turnover.
- ❖ Competition.
- ❖ New policies.
- ❖ Brexit.
- ❖ Current market.

Increase unemployment in the domestic market will affect.

The inflow of the workers who work in foreign countries increase population. Population increase leads increase in the aggregate demand of the economy. Which ultimately results in inflation. **Rejection of the products is (5%).** So, it will definitely affect the selling and purchasing. Selling effects, the organization and purchasing effect the consumers/customers, it will have negative impact on both selling and purchasing.

References?

Society:

Socio-culture:

Whenever we tap the niche you need to adapt the culture norms and tradition of the particular country or we need to pick the culture which we are targeting or what we need to choose.

For example: we should make products as per the demand of the customers. Like nature of the machine that will be suitable for the machine of the needs, cars, airplanes etc.

Note: quality maintain the standard of the country.

Technology:

Use the most innovative technology like machines and the products using the recent software's. The latest CNC software's etc. Now a days to keep yourself on your toes you must keep yourself updated with all the new technology in the markets which your competitors are using or will be using. This is a very effective way to keep yourself and your organization running in today's world.



We always need to think ahead and work a step ahead to keep our self-up to date to keep and to be ahead of the game. In order to survive and keep your place in the market is aim for any organization.

There is something called **POLC**:

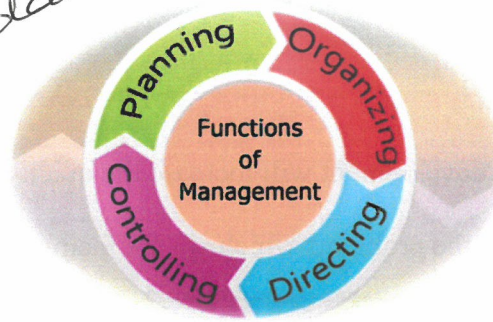
(Source +
date)

P: planning

O: organizing

L: Leading

C: controlling



(2.2.1(a)) Planning:

In the planning we need to plan and target those things which are stopping us from meeting our goals and targets.

Two of those main ones are; poor management skills are the sales deadlines as well as falling sales when the sale stops that's where the problem starts.

To minimize those problems and finally finish ~~them~~ we need to work on our management and make planning more effective. To do that we need to work on the organizing.

(2.2.1(b)) Organizing:

To organize our current situation, we need to look at our strategies i.e. online physical platforms as this is one of our second problem which is limited European and international customer base. As there are many organizations which are grown much more than we, so we need to provide those things for our customers and in order to survive in today's world. More physical stores mean more advisement and that leads to more sales.

We need to carry our quality services and quality assurance which will make sure that our products,

Are meeting the quality which are required for the parts which we are manufacturing.

leadership and leadership styles provide information regarding questions such as, “what makes managers a good leader?” and “in which situations which leadership need to be applied?”

(2.2.1(d)) Controlling:

Last part is controlling where we see how the tasks are been controlled what need to be improved through the process of controlling. Few of the point observed from the scenario are below.

- ❖ Lack of investment
- ❖ Lack of investment in the technology
- ❖ Lack of employee skills
- ❖ High turnover (possibility can be poor fringe benefits).

To improve the current situation of our autocrat company we need to control the problem, work on them and then turn them into strengths. As mentioned in the introduction of the organization that there is a lack of the investment in the technology as well as high turnover. To be working as a mechanical engineer it is very important to be up to date with the latest technology and as we are working with the CNC machines it is very important to use the latest software's and the latest technology possible. Poor quality leads to falling sales.

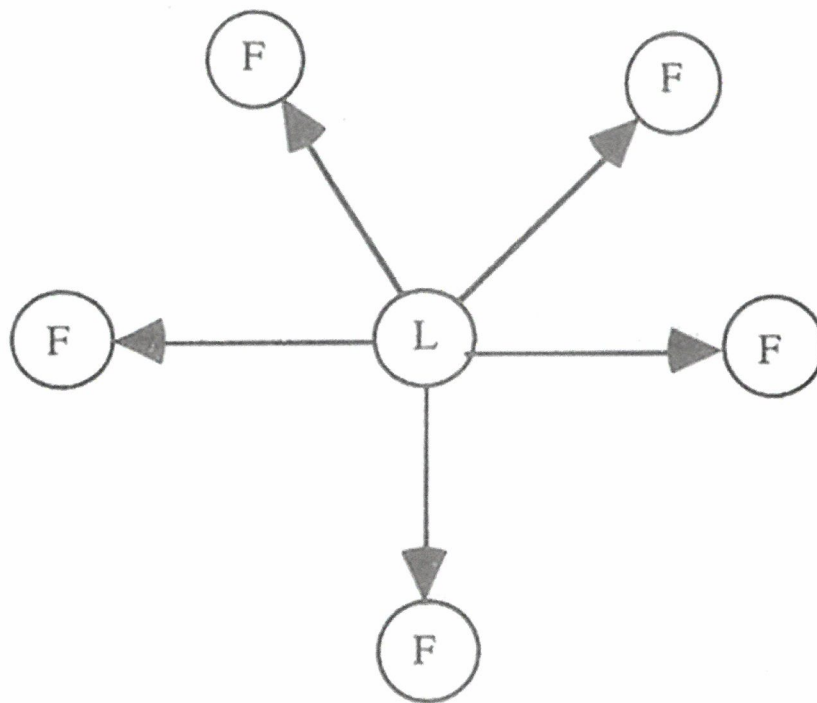
Another factor which makes a lot of difference is high turnover as the staff is a very important to the business without them you cannot work, you cannot work alone there have to be a team. High turnover means more employment more training and in all this process what gets effected is a business. I think if we provide customers with, the fringe benefits it will keep them motivated and they would like to work for our organization as well as both of us gets benefit from each other.

good -

3. Paternalistic (**Douglas Husk**)

4. Laissez-faire. (**Adam Smit**)

Autocratic leadership:

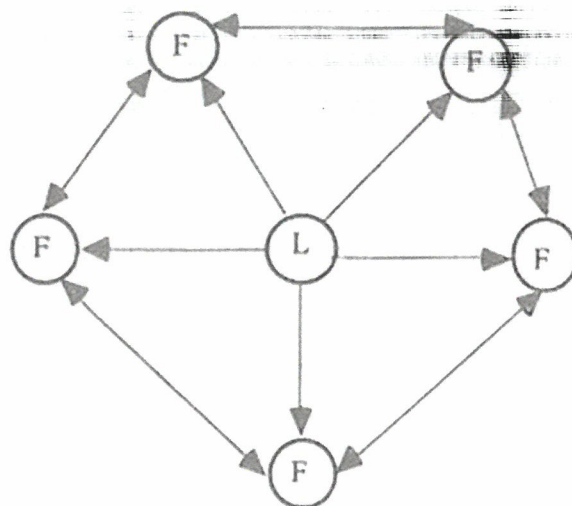


Here,
L = Leader
F = Follower

AUTOCRATIC LEADERSHIP

same?

Democratic leadership:



Here,
L = Leader
F = Follower

DEMOCRATIC LEADERSHIP

Each one of the leadership styles are different to one another and represents a different style of working to the other.

As looking at the organization and reading thorough the scenario and from my own experience I think the organization leadership style is an autocratic which is a strong control over your employees, there is no questions asked, employees could feel lost at certain points, there is no involvements of the employees in the business as their opinion does not matter in this leadership style, mostly the leader are negative. This kind of leadership style does not last long you may be getting a good result for some time but it's not good for the long run.

While all the other leadership styles are a bit like each other. In those styles employee's involvement is considered in the business, work can be done in the absence of the leader or the managers. Employees are considered and treated as a part of the family, in exchange leader expects loyalty a trust from employees, as well as obedience. In some cases, just some of the information is provided and the employees are allowed to carry on with the work. This kind of trust is very important as this motivate the sub ordinates and they work at their best and consider the business as their own.

references?

From my own experience I have noticed combining some of the leadership styles and then working on it have given me the highest results possible as well as the relationship with the employee's stays very close and good.

good

If we apply autocratic style at some points in our aircraft company what it will do is that it will keep a barrier between the leaders/managers and the workers which help keep a distance between a worker and a manager. While if we use democratic and paternalistic at some points in the organization where it's needed, benefit of doing this is that worker feels that they are a part of a family and their suggestion matters and you can trust the workers in the absence of the leaders. So, like this the work is in the flow and it keeps the worker motivated and they

good

It is role of a leader and the managers to support staff and help the team develop to the performing stage in other words, the point where they can productively together. The process in nonlinear in reality, but thinking about these stages provides a useful tool for evaluating your own team's coherence.

O'SULLIVAN (2003) actually suggests an additional stage that is called **transforming**, where the team is continually reflecting and developing practices and seeking to improve through change, Alternatively the team may be **doming (HARPLEY and ROBERTS 2006)**, or too comfortable not wishing to meet new challenges or consider change but being satisfies with the past performance rather than looking forward.

By looking at all them points and keeping them in the mind and follow step by step and looking back what is wrong we can change the system of our organization and build a great team and start working towards success, from my experience that's is kind of change our company need in order to change our weaknesses and threats to strengths and opportunities.

(5.0) Change Management:

"Change management is an organized, systematic application of the knowledge, tools, and resources of change that provides organizations with a key process to achieve their business strategy."

Winner, M. F. (2013). Integrated Change Management.

To make our company better to increase sales, increase quality and to direct towards success it is time to make a change which is change management. Change management is not easy it's always massive step to take or consider but when the circumstances reach the stage where we are now the change is necessary and becomes a need to survive in a current market.

(6.0) Organizational Culture:

Organisational culture is the way that things are done in an organisation, the unwritten rules that influence individual and group behaviour and attitudes. Factors which can influence organisational culture include: the organisation's structure, the system and processes by which work is carried out, the behaviour and attitudes of employees, the organisation's values and traditions, and the management and leadership styles adopted.

Handy (1993) postulates that individuals within this type of culture are difficult to manage, and there is little influence that can be conveyed to tolerate on them (1993:191). This is because alternative employment is often easy for them to find due to their specialisations.

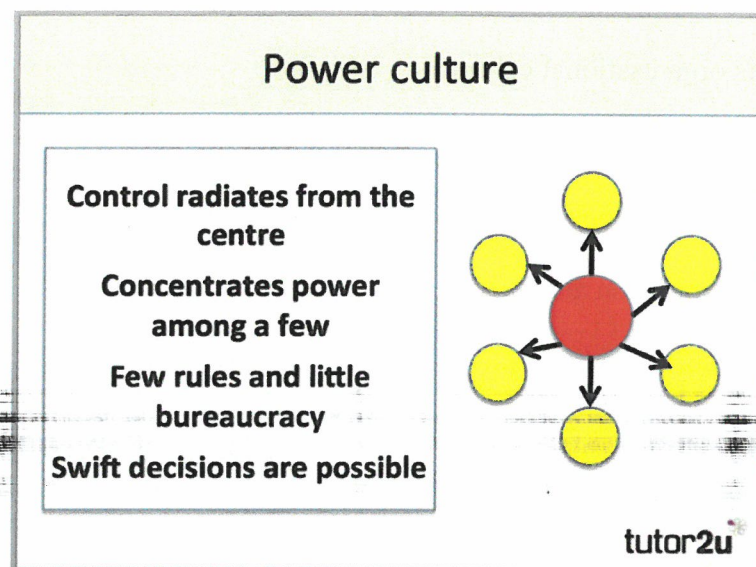
Handy (1993) have divided organisational cultures into four different types which are:

- Power culture
- Role culture
- Task culture
- Person culture

(6.1) Power Culture:

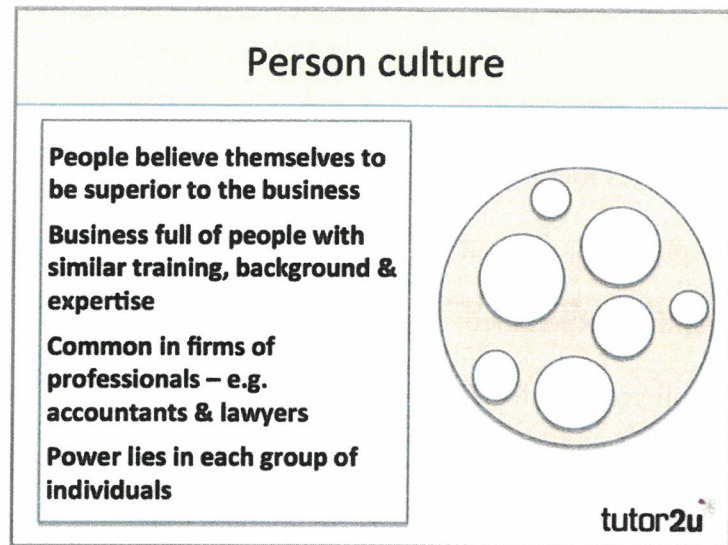
Power culture is a type of culture where there is concentrating power among a few people. This type of

culture is associated with autocratic leadership. Decisions are made quite quickly. There is a strong hierarchical organisational structure. Managers are judged by the results rather than how they have obtained them. Motivation is likely to focus on financial rewards like bonuses.



So what would you use this model to improve things?

This type of culture gives individuals the freedom to express themselves and make decisions. It is considered the most creative type of culture. There is no emphasis on teamwork. Workers who are used to with this organisational culture will find it extremely difficult to



work in any other structured organisation. This kind of culture is highly effected when there are highly skilled people working together.

By looking at all the different types of culture we can see each one how it works, and by applying them in our organisation.

(7.0) Motivation:

Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals. It is the process of stimulating people to actions to accomplish the goals. In the work goal context, the psychological factors stimulating the people's behaviour can be -

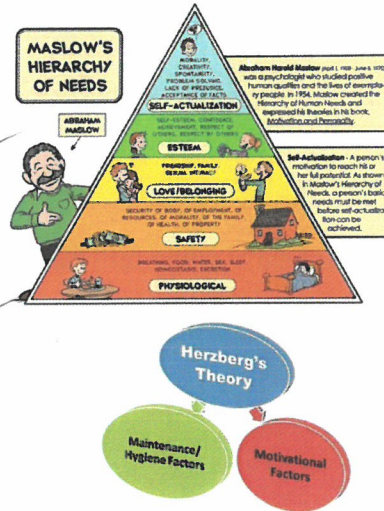
- desire for money
- success
- recognition
- job-satisfaction
- teamwork, etc.

This is similar to Turner + Schriesheim's comparison + contrasted would have been interesting

Source?

dates?

- i. McGregor Theory X and Y
- ii. Herzberg's two factor theory
- iii. Maslow hierarchy of needs.



THEORIES OF MOTIVATION

MCGREGOR'S THEORY X & Y

Theory X	Theory Y
Work avoiding	Work is natural
Need to control	Capable of self-direction
Avoid responsibility	Seek responsibility
Workers seek security	Can make good decisions

Although there are many more theories but these three seems to be more adapted then another theory.

Douglas McGregor's Theory:

(date)?

Known as theory X and Y is good for production line as there will be more work done but on the other hand there are many more disadvantages along with the advantages. Below is a table of theory X and Y:

Theory X	sphere	Theory Y
Dislike work, find it boring, will avoid if we can	ATTITUDE	Need to work, want to take an interest, we can enjoy it
Must be forced or coerced into compliance	DIRECTION	Direct ourselves towards an accepted target
Need to be directed, avoid responsibility	RESPONSIBILITY	Thrive on responsibility
Motivated by fear, lack of money, lack of job security	MOTIVATION	Motivated by the desire of self-development and to contribute to the world
Little creativity, except when getting around rules	CREATIVITY	Highly creative when given recognition and opportunity

There is another motivational theory which I really inspired of is:

Adams Equity Theory, he was an American psychologist **John Stacey Adams**. His theory is a balance between input and output. Very simple the effort you put in is the result you will get. Where input can be hard work, skills and enthusiasm etc. Outputs can be salary, recognition and responsibility.

Mulder, P (2018) A.E.T

A balance between inputs and outputs ensures that an employee feels satisfied and motivated, contributing to their productivity. It helps create effective company structure in which employees are encouraged to carry out their work with passion every day.

In the figure below you can see how this theory works.

If we consider this with our employees, I am sure that it will make a huge difference to our organisation as what you put in is what you get.

You treat your staff right they will be good to you. You make them feel special and they will do their best for you. By doing this we can improve the current situation of our company and start taking steps towards success.

This could have been enhanced with further reading.

6. Offer Support and Set Realistic Goals.

7. Practice Positive Reinforcement.

8. Ensure employees are happy.

By following these factors and looking at the elements we can improve our workplace, it will make the organisation homely for the employees keep them motivated, set milestones, organisational targets, aims goals. By asking subordinates their opinion, these things they matter a lot.

(8.0) Marketing Strategies in aircraft manufacturing organization

Introduction

I should be able to identify the problems and the causes which are creating issues in the organization. This given assignment introduces me to the social and commercial context of the engineering industry In terms of the business environments which will include management, change management, regulations, problem solving, legislation etc.

In this scenario I am working as a mechanical engineer for a medium sized company who are manufacturing parts for an aircraft company where my duties include operating a CNC machine for manufacturing parts and for the system maintenance.

Basically, marketing describes and explain marketing processes, marketing helps in many industries as well as marketing also contribute in Aircraft manufacturing in the context of engineering industry.

By using marketing processes, it provides a more in-depth understanding of organization departments and externally the competitors edge to compete by utilizing marketing strategies. It also strictly elaborate differences among large and small manufacturers.

negotiate the best price. On the other side is the marketing team providing a manufacturer's negotiator with strong arguments.

Price: Set the price that gives good value to customer and adequate revenue to carrier must to set for the product. Price should represent the quality of the product, technology level, its superiority, and last but not least perceived added value.

Discuss pricing policy. suggest one.

Promotion: Personal selling and advertising must be used, both to communicate information about the product to the customer and to facilitate sales.

What would work? eg. Trade magazines

Place: Appropriate channels of distribution must be found to ensure that the product reaches the target market at the right time and in the right place.

Such as?

These four elements are the controllable marketing factors that should be used to reach the target market.

In this case price of an aircraft could vary because of different reasons. Usually the price is lower because:

Manufacturer is trying to beat another competitor. (lower price, potentially no profit nor loss)

Manufacturer is receiving government or other subsidies. (Receiving incentives means, that part of an income could originate from other sources than from customers. Subsidies could lower the costs and that is possibility to lower the price or earn more.

Manufacturer is willing to have a profit, but still wants to beat the competitor. Possibility to take financing from different product program to subsidize sales of another product line.

Staff meetings and Information Sessions

Another way how to share information is staff meetings. It is easiest way to share some information with team. Meetings are organized for offices' staff or for management staff, meetings are usually for small groups up to ten or fifteen employees.

On the other hand, the information session for employees is a large event for the whole department; a department could consist of more than one hundred persons.

These events are providing employees with basic sets of information, usually are used to brief department about news from other departments or the latest news from the industry worldwide.

references?

Improving the Performance of Aircraft Company

Improvements in aircraft performance are critical to achieving necessary improvements in almost every aspect of the overall performance. A basic measure of aircraft productivity can be computed by multiplying payload. Design efficiency is then indicated by the ratio of productivity to maximum selling products; high design efficiency is then dedicated by the ratio of productivity of number of products purchases. A more complete understanding of aircraft productivity and efficiency should include additional factors, such as availability.

Aircraft manufacturing company can be operated, taking into account servicing and maintenance requirements.

Technology Approaches

Technological approaches to the above goals include the use of boundary layer control to reduce profile drag and parasite drag and the use of new materials, such as modern technology. Using the advance machines and new software's for designing purpose of making unique designs of products.

50k ?

relate to case study.

segment., it's important to review you company's ability to serve new markets, also check potential markets and saturated competitors.

Focus on Market Penetration

Entering in new markets for global business expansion. It is important that adopt several aircraft marketing strategies that can steer our company in the right direction. The main areas need to pay attention like:

International branding and marketing: Programs, which allow you to advertise company in new markets for aircraft manufacturing products or services via incentive programs, trade shows, conventions etc.

Industry Summits: Social media. Email marketing etc.

Adopt right diversification strategy for each market

Once enter in the new market, determine the right diversification strategy. There are two paths we can follow:

interesting but needs to relate directly to case study

Offensive Marketing Strategy: It helps to grow market share.

Defensive Marketing Strategy: ~~helps to~~ focus on extending the life cycle of stagnant market segments and prevent them from shrinking.

(8.2) Monitor Results:

Evaluating marketing results should be logical extension of any aircraft marketing plan.

Marketing performance metrics are useful in determining not only what areas of your marketing strategy help in achieving goals but also what areas need to improve. Business growth depends on all those "little" things you do to make it happen. Since competing many

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Leading and management LINDA POUND

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Leading and management LINDA POUND

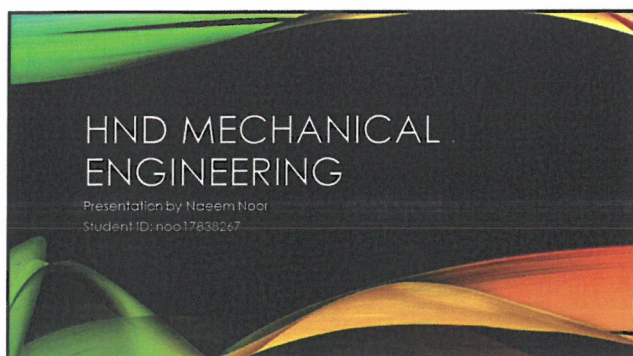
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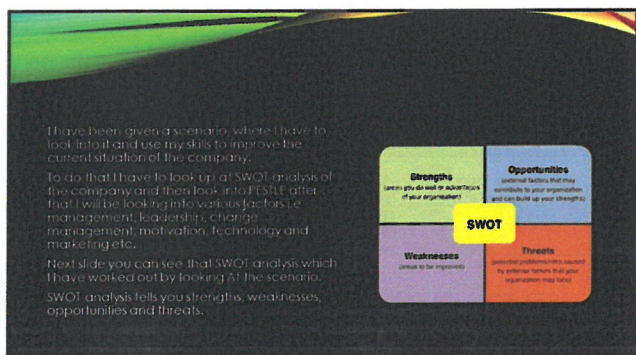
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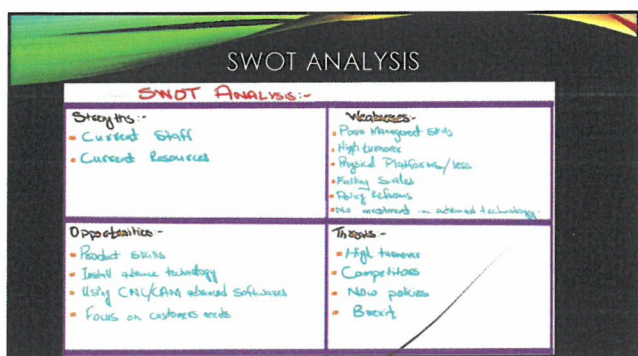
GEROGE R. TERRY

<https://business.tutsplus.com/articles/why-is-marketing-research-important--cms-31593>

An excellent presentation.







COMPONENTS OF MANAGEMENT

- There is something called POLC:
- **P:** Planning
- **O:** Organizing
- **L:** Leading
- **C:** Controlling

The 4 functions of management

LEADERSHIP STYLES

Participatory Leaders assign subordinates individual responsibility; give them room, seek support and appeal to their strengths, offer little structure, set few limits.	Authoritative Leaders assign subordinates responsibility in accordance with their abilities; initiate structure and coach subordinates in their job, keep an eye on both the organization's objectives and employees' needs.
Laissez-faire Leaders do not take on the responsibilities inherent to the role; neglect to initiate structure and ignore their subordinates' needs and strengths.	Directive Leaders take sole responsibility; they determine what needs to be done and order their subordinates to carry out these tasks.

CHANGE MANAGEMENT

The management of change and development within a business or similar organization.

The controlled identification and implementation of required changes within a computer system.

STAFF MOTIVATING FACTORS

- If the benefits are very good for employees, it keeps them motivated and they do their best.
- Treat staff as a part of the team, not as a tool. When staff consider themselves as a part of the team, they do their job.
- Make your employees feel that they are important.
- Be a respectful, honest and supportive manager.
- Offer incentives and rewards.
- Give them a sense of achievement.
- Encourage them to work.
- Offer flexible working hours.
- Offer food in the workplace.

SIGNIFICANCE OF TEAMWORK IN AN ORGANIZATION

Teamwork is important in an organization because it provides employees with an opportunity to bond with one another, which improves relations among them. ... Teamwork increases the accountability of every member of the team, especially when working under people who command a lot of respect within the business.

By working together in our aircraft Company we can reduce the Problems and work to improve The current situation.

Work is divided, and so is risk

One of the greatest advantages of working in a team.

DIFFERENT APPROACHES

- Model-based design represents the aerospace industry's movement from reliance on two-dimensional CAD drawing to 3-D models as the basis for everything from aircraft geometry to bills of material, prototypes, fit and finish data, and production tooling.
- At the same time, 3-D printing allows for the creation of lightweight, strong parts that combine to reduce aircraft maintenance with more efficient component and subassembly designs.
- **Encourage Creativity**
- To cut manufacturing time, aircraft manufacturers examine the bottlenecks in their assembly processes and look for ways to eliminate or minimize them. The individual creativity of assembly team members and the group efforts of whole teams question enduring assumptions about how much time each assembly step must require, finding new solutions to previously intractable problems and implementing tools and techniques from unrelated fields.
