

MARKING CRITERIA AND STUDENT FEEDBACK

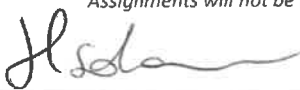
This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
You have obviously used your notes well and done some additional background reading, but you have <u>not</u> referenced throughout	30	14 <u>14</u>
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
You have demonstrated throughout that you have a good understanding of the basic concepts, but have not really elaborated on any.	25	15 <u>15</u>
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
You have analysed the company well, and really looked for practical examples in the theory that would work. This could have been extended further.	15	10 <u>10</u>
4. Practical Application and Deployment Employment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
Throughout you have related the theory to the scenario and come up with a few good suggestions.	15	10 <u>10</u>
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		
A very well presented assignment. The audience followed it throughout and you made it very interesting.	15	11 <u>11</u>
Assignment Mark Overall (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate) Up to one-week late Over one week late	60 % 60



HNC/D MECHANICAL AND ELECTRICAL ENGINEERING ASSIGNMENT SPECIFICATION

Student name:	Jack Solomon	Student P number:	SOZ11107605
Programme:	HNC/D Mechanical and Electrical/Electrical Engineering		
Module:	Management, Innovation and Sustainability	Module Level (4, 5, 6):	5
Module code:	M5X01176	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Timothy Clark / Coral Planas	Internal Verifier:	Rabya Kadhim
Assignment Title:	Management, Innovation and Sustainability	Assignment No (x of x):	1 of 1
Hand Out Date:	9 th November 2017	Submission deadline:	18 th April 2018

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, <u>title of book</u> , edition, publisher: place of publication).			
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.			
Student's Signature:	<i>Assignments will not be accepted without a signature here</i> 	Date:	19/4/18	
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. Note: the Turnitin version is the primary submission and acts as a receipt for the student. Both electronic and paper versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Late submission of either the electronic or paper version will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, Refer. Only Year Tutors and the Programme Director may grant an extension.			YES	/
			NO	

Learning Outcomes tested (from module syllabus)	Assessment Criteria To achieve each outcome a student must demonstrate the ability to:
Show detailed knowledge and understanding of the relationship between an engineering organisation and the industrial, socio-economic and environmental context in which it is found.	1. Research 2. Evaluate 3. Analyse 4. Reference 5. Layout the Report 6. Structure the Report 7. Create and deliver a PowerPoint presentation
Demonstrate subject specific skills and cognitive skills in recognising and evaluating accounting methods, planning, costing and monitoring projects, workforce motivation and team dynamics.	
Demonstrate key transferable skills in management, leadership and decision making.	

- Please submit the assignment parts in a suitable report folder or stapled– **NOT IN POLYPOCKETS**
- This form (**ALL PAGES**) **MUST** be at the front of the paper submission. Assignments will not be accepted without this form as it is a requirement that you sign the disclosure regarding referencing convention.
- **DO NOT** put this form into Turnitin or it will match many similarities with other students' submissions.

TASK DESCRIPTION

Introduction

This module introduces the student to the social and commercial context of the engineering industry in terms of business environments including:

- Management organisation and administration
- Regulation
- Legislation.

Assignment Scenario

You have been working as a Mechanical Engineering Technician or Electrical Engineering Technician for a small to medium sized engineering company manufacturing parts for the aircraft industry. Your duties include:

- i. CNC machine setting for manufacturing production and systems maintenance and/or
- ii. Electrical systems installation and maintenance.

In recent years the company has seen a steady decline in turnover and profit, mainly resulting from increased competition from within the UK and overseas along with a lack of investment in technologically advanced systems and machinery.

The company has advertised the position of 'Engineering Project Manager' with a good salary, private health insurance and a final salary pension. The position is being advertised internally and externally.

Applicants are required to:

- a. Deliver a 15 minute PowerPoint presentation outlining the key factors that influence organisational success and to balance them against the key factors that could potentially lead to organisational failure and,
- b. Write a structured report (minimum 3000 words) encompassing the factors outlined in part (a) above detailing how those factors can be utilised to address the following issues:
 - Falling Sales
 - Limited European and International customer base
 - 10% reduction in production targets on previous year
 - 5% increase in product rejection rates
 - Escalating maintenance costs
 - Unusually high turnover of staff
 - 3 '7 day' + lost time accidents

Your research should result in a professional report and PowerPoint presentation, the report and the presentation can then be delivered and submitted as required as part of the job application process.

Your report should include;

- A title page
- Table of contents
- Introduction
- Objectives
- Theory / Research
- Methodology
- Results
- Analysis
- Discussion / Evaluation
- Conclusion
- References

Word count: The recommended word count is 3000 words.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

You will need to consider:

- **Business Organisations And The Environment:** types of business organisations; analysis of the organisation and its external environment; the engineering industry in the UK and global economy.
- **Regulation and Legislation:** product liability and contractual obligations, data protection legislation, protection of intellectual property.
- **Business Ethics:** Corporate social responsibility, the engineer's responsibility to society.
- **Management and Group Behaviour:** management and leadership styles; management roles; management decision making and problem solving; management of change; motivation; quality management; group behaviour and dynamics; individual behaviour; personality and perception.
- **Marketing:** the marketing mix; sponsorship funding models; developing a business plan for a Small Business Unit.
- **Project Management:** Project planning techniques, project monitoring, managing risk.
- **Brexit:** Comment on the potential effects (positive or negative) this will have on the economy in general and more significantly the company in which you are employed.

The report must be structured to include a contents page and a page of references which record all sources of information used in the report adhering to the 'Harvard' referencing system.

Any quotations or citations within the report must also be referenced using the correct method as detailed in the 'Harvard' referencing system.

MARKING CRITERIA AND STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
	30	
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
	25	
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
	15	
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	15	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		
	15	

Assignment Mark Overall (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

Late Submission Penalties (tick if appropriate)

Up to one-week late

Over one week late

%

COMMON ASSESSMENT AND MARKING CRITERIA

	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
Assessment Criteria	0-29%	30-39%*	40-49%*	50-59%	60-69%	70-79%	80-100%
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.	References to a limited range of mostly relevant sources. Some omissions and minor errors. Referencing conventions evident though not always applied consistently.	Inclusion of a range of research-informed literature, including sources retrieved independently. Referencing conventions mostly consistently applied.	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. High-level referencing skills consistently and professionally applied.
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.	Evidence of basic knowledge and understanding of the relevant concepts and underlying principles.	Knowledge is accurate with a good understanding of the field of study.	Knowledge is extensive. Exhibits understanding of the breadth and depth of established views.	Excellent knowledge and understanding of the main concepts and key theories. Clear awareness of challenges to established views and the limitations of the knowledge base.	Highly detailed knowledge and understanding of the main theories/concepts, and a critical awareness of the ambiguities and limitations of knowledge.
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupported/missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.	Evidence of some logical, analytical thinking and some attempts to synthesise, albeit with some weaknesses. Some evidence to support findings/views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, where relevant	Evidence of some logical, analytical thinking and synthesis. Can analyse new and/or abstract data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Valid conclusions and recommendations, where relevant	Sound, logical, analytical thinking; synthesis and evaluation. Ability to devise and sustain persuasive arguments, and to review the reliability, validity & significance of evidence. Ability to communicate ideas and evidence accurately and convincingly. Sound, convincing conclusions / recommendations.	Thoroughly logical work, supported by evaluated evidence. High quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Strong, persuasive, conclusions, justifiable recommendations.	Exceptional work; judiciously selected and evaluated evidence. Very high quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions
4. Practical Application and Deployment Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative and creative solutions to solve problems.	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.	An adequate awareness and mostly appropriate application of well established methods, materials, tools and/or techniques. Basic appreciation of the context of the application.	A good and appropriate application of standard methods, materials, tools and/or techniques. Good appreciation of the context of the application, with some use of examples, where relevant.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Innovation and creativity evident throughout.	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.
5. Skills for Professional Practice Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral); clarity and effectiveness in presentation and organisation.	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks. Work is poorly structured and/or largely incoherent.	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative. Work lacks structure, organisation, and/or coherence	Can communicate in a suitable format but with some room for improvement. Can work as part of a team, but with limited involvement in group activities. Work lacks coherence in places and could be better structured.	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively as part of a team, with clear contribution to group activities. Mostly coherent work and is in a suitable structure.	Can communicate well, confidently and consistently in a suitable format. Can work very well as part of a team, with very good contribution to group activities. Work is coherent and fluent and is well structured and organised.	Can communicate professionally and, confidently in a suitable format. Can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Work is coherent, very fluent and is presented professionally.	Can communicate with an exceptionally high level of professionalism. Can work exceptionally well and professionally within a team, showing advanced leadership skills. Work is exceptionally coherent, very fluent and is presented professionally.

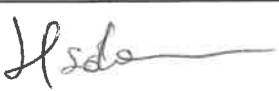
Student Self Evaluation Form

Student name:	Jack Solomon	Student P number:	
Programme:		Year of programme	
Assignment Title:			

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied	Level of Achievement						
	REFER		3 rd	2:2	2:1	1 st	1 st
	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
1. Research-informed Literature	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding of Subject	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
3. Analysis	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
4. Practical Application and Deployment	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
5. Skills for Professional Practice	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL	PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP

Student's Name	Jack Solomon	Date	19/4/18
Student's Signature			



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Management, Innovation and Sustainability

Gower College Swansea

Jack Solomon
HND Electrical Engineering

SOL11107605

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Assignment Brief

This assignment is designed to be introductory to the social and commercial context of the engineering industry in terms of business environments including: management organisation and administration, regulation and legislation.

Introduction

I work for a small/medium sized company which manufacture parts for the aircraft industry. My job title is an electrical engineering technician and my main duties include electrical systems installation and maintenance.

The company have advertised the position of an Engineering Project Manager internally and externally. Applicants are required to produce and deliver a 15 minute presentation outlining the key factors which can cause success in an organisation and to compare them against the key factors which could potentially lead to organisational failure.

Company Issues

The company has recently been experiencing a decline in turnover and profits which is partly due to the competition from within the UK and overseas. The company has also had a lack in investment in technologically advanced systems and machinery which has resulted in the declining profits and turnovers. There are numerous issues which have occurred within the company which has caused the decline in profit and turnover. A lot of the suggestions and analysis of the company are based on assumption for the purpose of the assignment. A number of issues of which the company are deficient in will be evaluated, which include;

- Falling sales
- Limited European and international customer base
- 10% reduction in production targets on previous year
- 5% increase product rejection rates
- Escalating maintenance costs
- Unusually high turnover of staff
- 3 '7 day' + lost time accidents

SWOT Analysis on the Company

There are several factors which have attributed to the company's current problems however, the blame cannot be focused on just one aspect. A SWOT analysis will be carried out on the company to outline the strengths and weaknesses, and also find out if there are any threats and opportunities. After the SWOT and PESTLE analysis, a more in-depth assessment will be carried out on the company to see where and how it is going wrong, as well as how the company can improve.

	Helpful	Harmful
Internal	<u>Strengths</u> • Company is recognised in the aero industry. • Staff training is available. • High amount of experience in a lot of areas.	<u>Weaknesses</u> • Poor leadership and management. • Staff morale is poor. • Lack of investment and innovation in the company. • Increase cost of materials. • Fall in profits and sales. • Lack of marketing experience. • Poor business ethics. • Poor reputation.
External	<u>Opportunities</u> • Potential to expand as the ever growing aero-industry continues to advance. • Company and the staff have the potential to change and turn the company around in the correct direction.	<u>Threats</u> • The current drop in sales will continue to decrease - jobs will be lost. • Competition from other companies may increase causing price wars to see who gets the work. • Industry may continue to innovate and may not require this companies needs anymore.

PESTLE Analysis on the company

Below is a PESTLE analysis on the company to analyse all of the factors which affect the company and also the aero industry.

P	• Aero-industry is highly regulated and is susceptible to changes in regulations. • Brexit will either positively or negatively affect the aero industry and the company. • Fuel sources for aircrafts are often located abroad so a positive foreign policy must be maintained to keep the planes in the air.
E	• Labour and materials costs are constantly increasing. • Aero industry is increasing and so is the competition. • Fuel is becoming more expensive as sources are running low.
S	• Flying is becoming more accessible for everyone and tourism is increasing so the demand for planes and parts is increasing. • 911 has had a major impact on all aspects of the aero industry including the passengers. • Use of robotics on aircrafts will put people out of work.
T	• Technology is upgrading everything including the aero industry meaning new methods, parts and materials are constantly being introduced and efficiency is increasing. • Robotics are becoming more popular meaning intricate parts can be made and parts can be made quicker.
L	• An increase of claims from passengers and workers has tightened up regulations. Resulting in higher standards expected from the company which supply aircraft parts. • An increase of allegations regarding misled advertising is occurring in the industry.
E	• Increase in environmental protection is resulting in emission restraints greatly effects the aero industry. The company must also comply with these restraints. • Noise restraints are also in place.

Some interesting factors included.

Tac

Product Life Cycle

All products and services go through what is called a 'product life cycle'. The demand for new/modern products and services quickly out-weigh older, long established products and services. Figure 3 shows the different stages in the product life cycle.

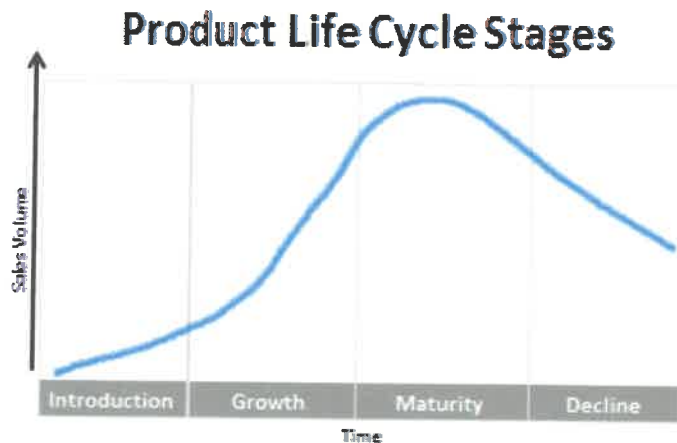


Figure 1 (ProductLifeCycleStages, 2017)

A product or service can only be on one stage at a time. With regards to the company, the service which is being offered is currently on the 'decline stage'. The company is experiencing a decrease in sales, production targets, customer base and also an increase in product rejection rates. All of these areas can be reviewed and action can therefore be taken to improve the areas. There are a number of ways which cause a product or service to fall in the decline stage along with a number of ways to get the product or service out of the decline stage. Such as;

- Improve marketing strategy
- Improve maintenance and investments
- Improve leadership and management within the company
- Improve motivation within the employees
- Improve numbers of employees on the sick

This report will outline all of the issues above, along with giving the company alternative routes to take to

Reduction in Turnover and Profit

The company is currently experiencing a reduction in turnover and profit. This has decreased dramatically. The main reasons for the reduction turnover and profit is from an increased competition from within the UK and overseas, a lack of investment in technologically advanced systems and machinery as well as a poor marketing strategy. ✓ good.

Due to the increase in competition experienced by the company, the company need to achieve the best out of service which is being supplied. This can be done by having a strong marketing campaign in place in an attempt to better the competitors. ✓

Marketing

The company is experiencing a 10% reduction in production targets from the previous year. This is a big decrease. This could be due to a poor marketing strategy. A marketing strategy is described as the various types of decisions made by organizations required for a successful product or service to be delivered to the public. It is important that the correct marketing mix is in place in the company so that the best outcome is achieved. The marketing mix contains the 'Four P's'. Market research needs to be done before any decisions are made on the four P's. Figure 1 outlines what the four p's are and briefly explains what each 'P' included;



Figure 1 (TheMarketingMix, 2017) ✓

In terms with the company, poor pricing and promotion strategies are having a negative effect on the business. However, the 'place' and 'product' side of the marketing mix are positive and effective. The company are selling its services in the correct market and are using correct branding techniques.

Pricing

Deciding on the appropriate pricing strategy is important for the service to be successful. A suitable and sensible pricing strategy is dependent on the current market. There are several different pricing strategies which can be used, but in terms of this company many strategies should not be used due to the competitive market. Pricing strategies which could be used by the company and will have positive outcomes include;

- **Competitive pricing** - This form of pricing is the simplest and safest pricing strategy and is designed to ensure the business covers its total costs and makes an acceptable profit.
- **Cost-plus pricing** – The business must set their prices close to the prices of competitor's due to their large number.
- **Penetration pricing** – This form of pricing, the price is set vastly lower than any competitors' prices. The outcome is to attempt to enter or capture a large share of the market. This form of pricing is risky and only used on a short-term basis and is usually raised later on as the profits are often low.

Promotion

Promotion is used to advertise products/services in an attempt to increase sales and increase its customer base. It is used to show the benefits of the product and also to present a good image of the company or service. Creating a good image builds trust between the buyer and the seller. Trust is an important factor in creating a successful customer base.

Promotion can be used to achieve the following objectives;

- **Increase market share**
- **Enter a new market**
- **Enter a new product/service into the market**
- **Extend the life of a product/service**

Promotion within the company is poor and needs to be improved. Promotion is sometimes seen by businesses as a risk and a waste of money as it is expensive. It can also be ineffective if it is used in the wrong areas. The company are only advertising on a small scale and few measures are taken to improve it. A promotional plan must be created and it must be measured against the objectives, which is to improve sales and its customer base, meaning the outcome is most likely to be successful. The company are not using a wide variety of promotional methods. They are only using email, brochure advertisements and internet advertisements which is only a small amount of methods. There are a number of new ways to advertise and to achieve the objectives outlined above. All of which can have a positive effect if used by the company.

1. With the rapid growth of social media, it can be a strong platform to start a promotional campaign to advertise the company or its services. Radio broadcasts, in newspapers and on poster advertisements can also be used effectively.
2. The company could also provide after sale warranties and guarantees.
3. Another advertisement technique is to cut prices of their services/products, advertises special offers, free samples and competitions. This is used to entice the market to try a new product/service resulting in an increase of sales, customers and awareness.
4. Stories about the product/service can be released to the press, this is unlikely to be successful but it's is a cheap form of promotion for a company. Sponsorships and endorsements via celebrities and popular social media figures can also be used to spread awareness. (Investopedia) *date*.

Place

With regards to the company, 'place' means that the services must be available on the correct market for potential buyers to buy. There are three different types of distribution techniques used by users. The different types of distribution techniques are shown below in figure 2. Due to the company selling its services not a product, there aren't any wholesalers or retailers present in the process. Therefore methods '1' and '2' in the diagram below are not used.

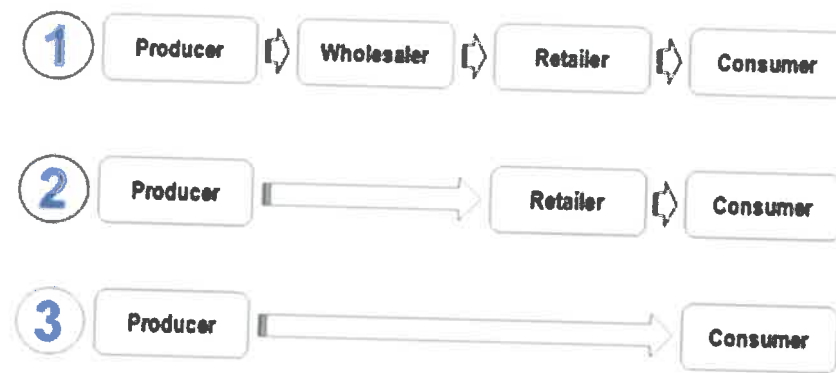


Figure 2 (mbaskool.com)

The company can only use method '3' which is called 'Direct Marketing'. It is used to target a specialist market. With regards to this company, the company are specific when targeting customers. The current goal in the company is to target companies that are in the aero industry to expand their customer base within the UK and abroad and to advertise their services. It would be a waste of time to try and advertise their services anywhere else. The company have placed their service on the correct market but as stated previously, their promotional techniques can be improved. There are a few new areas which the company can advertise their service to improve the promotion, which includes;

- Mail companies directly which are hand picked
- Mail order leaflets and brochures
- Advertise in specific publications (e.g. aero websites and magazines)

Product

A product is defined as *"Anything that is capable of satisfying customer needs"*. In terms of this company, the service which is provided has been fully explained and made clear to the market in order for it to be successful. The company has distinguished how their services and offerings differ from the competition. This is called branding.

The company have carefully managed their services overtime and make sure that that the service which is provided is constantly meeting the demands and standards of the customer.

The service must also be able to innovate if necessary if it aims to succeed. This process is called portfolio planning.

Successful businesses are required to constantly seek new products/services and markets for future development. The 'Ansoff' growth matrix is a planning tool which suggests that there are four main steps to achieve development, these are;

1. Market penetration – Increase sales of current services in the existing market.
2. Market development – Enter products into new markets.
3. Product development – Improve the service/product which is provided or create a new service/product.
4. Diversification – Introduce new products into different markets.

Maintenance

The company is currently experiencing an increase of maintenance costs. This is likely to be caused by poor equipment and a lack of employee training. Poor equipment means that maintenance needs to be carried out more often. Preventative maintenance should be used by the company on faulty machines and equipment to prolong their life span and to prevent failures. Preventative maintenance can be expensive for the company depending on the condition of the equipment/machinery which needs attention. To prevent the high maintenance costs, investments need to be made to replace the dated faulty machinery/equipment. When the investments on the machinery and equipment get pushed to one side for an extended period of time it can then become overwhelming for the company to resolve. This is because a lot of areas need to be addressed which means it would be very expensive. Making small investments within the company on different areas spread out throughout the year will spread the cost of investments which will benefit the company financially.

The second reason for high maintenance costs is down to the lack of ability in the workforce. For example, if an employee is untrained on how to carry out maintenance then they will not know how to carry out the tasks correctly. Resulting in them making mistakes or missing out maintenance tasks entirely. To resolve this area of escalating maintenance costs, investments need to be made into the level of training offered to the employees.

could have related this better to company. The

a better explanation of this point would have strengthened your argument. The

✓ good

Resolving both problems will improve the standard of work and motivation while reducing maintenance costs, high turnover of staff and the amount of accidents occurring. ✓

Investment

Investment are made to improve turnovers and profits for the long term. However, due to the high initial costs they usually present with, it can easily be pushed to one side. Leasing or renting may be the more financially effective method in certain areas if buying is too expensive. With regards to this company it is in their best interests to make sure that the equipment is kept up to date, safe and in a good working order. There are a number of reasons for this. ✓

Investment would mean that the equipment and machinery used is of higher standard due to the higher efficiency. It would also mean that less jobs will be rejected due to faults and less time will be spent on jobs. This would improve productivity and profits on jobs. ✓

Investment will reduce the high number of accidents which are occurring. If the equipment is dated or broken then it means that it is unsafe. Investing in new equipment will therefore reduce accidents resulting in a decline sick pay. This would make the employers happy as they will save money on sick pay. It would also mean that employees are happier as they will be at less of a risk of injury. ✓ *good.*

The employees would also be happy with investments because they would be able to work with better equipment allowing them to do their job safely, correctly and efficiently. It would also mean that the management would stop pushing the employees as the efficiency in the workforce would be better. A happy workforce is a productive workforce. It would also help to reduce the high number of turnover staff which is occurring in the company as the equipment would be better, therefore the moral would be better. ✓ *motivational theory would have fitted in well here.*

Investments would mean that all jobs are completed correctly, on time and with fewer accidents. As a result, the company will save money on the time spent on jobs, save on sick pay and also reduce the number of faults on jobs. Money will therefore be saved in the long term. If the lack of investment continues, then the profits will continue to decrease. This would be due to the large amount of time spent on jobs, the high number of faulty jobs returning and the increased sick pay which is needed to be paid out. ✓ *The*

Employee Training

The company must ensure that all employees have the necessary qualifications and training to do their jobs correctly and safely. If the employees haven't got the correct training then they must offer them internal/external training. Failure to do so will result in the following;

1. High amount of time spent on jobs resulting in money being lost on jobs.
2. An increase of accidents resulting in money being lost on sick pay.
3. Employee's moral will be low as they are unable to perform their jobs correctly. Also, they will feel unsafe as they haven't had the correct training. This resulting in poor job satisfaction and high turnover of staff.

Quality Control

Current engineering companies in today's market are experiencing an ever-growing competition from within the UK and overseas. Along with this, the price of raw materials continues to increase. This is the current problem which companies face and it is something which they cannot control. As a result, engineering companies must focus on aspects of which they can control; their processes of the products/services which they deliver. Due to the increasing competition companies must strive for continuous improvement in efficiency, quality and cost reduction.

The company is currently experiencing an increase of product rejection rates. Therefore, a means of ensuring that completed jobs are up to the correct standards needs to be devised. The company currently do not have a quality control system in place and will benefit if one is installed.

A quality control procedure is installed to ensure that a product or service is completed to the correct standard. At key stages during maintenance or installation, checks must be carried out to make sure the correct standard is met. It also ensures that any problems can be identified early enough so that they can be resolved. If the quality control process is completed correctly then it would result in a higher standard of work, completed quicker and more efficiently. Meaning jobs are completed in a more cost-effective manner. As a

You are constantly discussing ways to improve relation to the company. Making a relevant and interesting analysis.

TRC

result, money will be saved. A successful quality control process would mean that less accidents would occur because of the lower amount of faulty jobs which will be produced. Checks can be carried out hand or by computer. The results of these checks must then be recorded. (Rouse, 2015)

Motivation

If an employee is unhappy in the workplace then this can have a negative effect on the company. It can also create a knock-on effect by making more employees unhappy. Every employers' goal to get the best out of their company and to do this they need their employees to be motivated to get the best out of them. In this circumstance, there are a number of ways which are causing the lack of morale. The reasons include;

- Poor equipment and machinery,
- Poor health and safety
- Poor management and leadership.

With regards to the company, the employees are unhappy with their current working conditions. They believe that the equipment is poor and needs to be updated. They feel as if they cannot do their jobs properly. As well as feeling like they are stuck at their current level and are unable to grow within the company. If investments are made this will resolve this problem and improve the time spent on jobs, quality of jobs and also the moral of the workers. The lack of investment has been evaluated previously in this report.

To improve moral of employees, they need to feel like they are connected to management. That they both share the same purpose and goals. They need to feel appreciated and that the management team are there behind them. Employees need to look up to their leaders and have trust in them. The correct leadership style (autocratic/democratic/laissez-faire) in certain situations is crucial to get the best out of the workforce. Leadership and management will be looked at later on in this assignment.

They also need to be taken care of and treated with respect. For instance, they should have staff parties and events for the workers so that the management can show them their appreciation. This will improve their moral and job satisfaction.

An increase in motivation within the company will increase efficiency in the workforce. Increase the standard of work produced. Reduce employees on sick as they'll want to work for the company reducing the high turnover of staff. This will result in employees remaining in the company a long period of time so they'll become more skilled. This will reduce production reduction rates and maintenance costs. Reputation will then improve. Market will also then grow. Money will be saved on an increase in production, decreased in rejection rates, decrease in recruitment costs and a decrease in sick pay.

There are different theories involving motivation. The five main motivational theories are;

1. Maslow and the hierarchy of needs
2. Mayo and the human relationship approach
3. McGregor's X and Y theory
4. Herzberg's two factor theory
5. Taylor and scientific management

Maslow's Theory

Maslow suggested that motivation is separated into five tiers. He states that workers are motivated to achieve certain goals and that some of the goal requirements take precedence over others. Maslow's theory suggests that a person cannot move higher on the pyramid if all the requirements on the current tier are not fully accomplished. Figure 2 shows Maslow's theory showing all five of the different stages with each requirement on each tier.

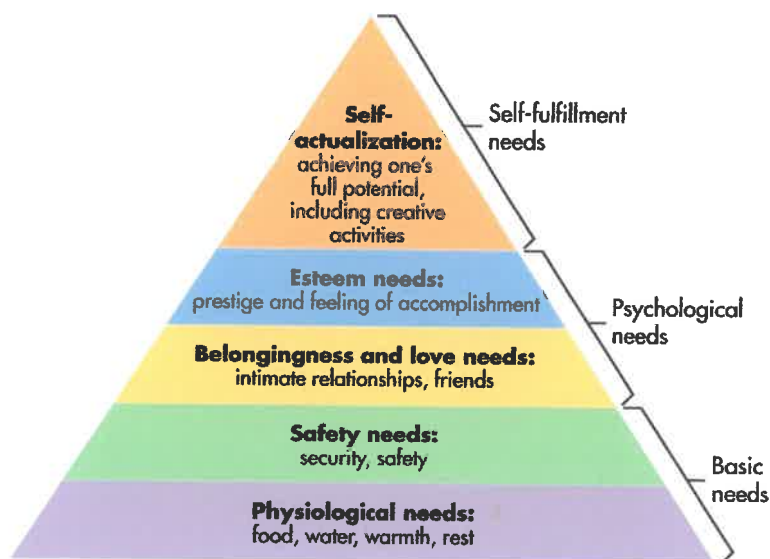


Figure 2 (McLeod, 2017)

With regards to the company, the employees are currently around the second/third tier from the bottom. To get the best out of employees, they need to be on the fourth and fifth tier.

To improve from the second to the third tier, Maslow suggests that the employees must have belongingness and love needs. This can be achieved if the company have staff parties and team bonding sessions to build trust and friendship between the employees and also with the employers.

To improve from the third tier to fourth/fifth, it states that employees must have esteem needs and self-actualization. This can be accomplished if the employees feel like they are doing a good job, if they feel like they can grow within the company and even if they receive compliments. Once the employees are at the later tiers, their motivation will improve. Therefore, creating an increase in job satisfaction, increased efficiency and an overall increase in the standard in the workforce.

Business Ethics

The success of a company is not entirely down to financial statements at the end of the month. Business ethics, management responsibilities and organisational culture each have a large effect on how well a business performs in the long term. If long term success is the goal then business ethics is an important factor, regardless of the business size.

The company is experiencing limited European and international customer base and also a reduction in production targets. This may be caused by the company's poor ethics and their average reputation. This can be improved by installing a set of ethical principles which all employees can follow.

When the management team is running a company ethically, the business leaders can set out standards for which all employers can follow. The management team and the employers must work together in making important decisions for what is ethically best for the organisation. This is done by creating an ethical company which follows its practice which results in positive long-term effects.

This would have been better if you had incorporated these theories into the previous discussion on lack of motivation as it would have stopped it being slightly repetitive.

Some good practical examples provided.

Once the management team have created a set of ethical principles, it is crucial that all employees must then abide by them. It is the management team's responsibility to ensure that all employees are following the principles. Although negatively ethically driven decisions can sometimes be cheaper and the easy way out, it is never the moral thing to do and can also have a negative financial effect both on the business in the long term.

A good set of ethics will improve the company's reputation, improve product rejection rates and production targets. Additionally, employees who work for an ethical company are more likely to perform more efficiently and at a higher standard. The employees are also unlikely to leave the company as the moral in the organisation is more likely going to be high. Money will therefore be saved on recruitment purposes and the productivity will also be greater. Ethical organisations often gain a good reputation, this is positive for the success and growth of the business in the long term. Investors are more likely to buy stock or support the business if it has a good reputation based on ethical tendencies. All of the factors above will impact the company in a positive way. (Horton, 2017)

Brexit

In June 2016, Britain voted to leave the European Union in the referendum. Brexit will affect everyone in some way including all businesses but it is unclear if it will be positive or negative at this stage. This is because Brexit will not be in effect until 2019. Given this, speculations can still be made. It is estimated that £75 billion will be lost if the UK is excluded from the single market. The single market is a group of countries trading with each other without restrictions or tariffs. If the single market is lost then the company will not be able to trade freely within the EU. This will have a negative effect on the company as one of the goals is to expand the current market.

Trading deals have not been established with the EU and the rest of the world of late. If they fail to reach an agreement then it is predicted that the UK will lose at least £4.5 billion a year on exports. If a trade deal isn't established, it will result in UK businesses becoming less competitive in foreign markets due to the increased tariffs. Therefore, lower profits will be made if the company wants to trade with countries outside of the UK.

Although there are a number of potential negatives factors effected by Brexit there could be some of positives. The UK are now free to make business deals with countries around the world on their own terms. This could be positive for the company as they have won't have any restrictions when trying to expand their market. If there are positive trade deals then this could positively affect businesses that trade with companies out of the UK. The company is currently experiencing a lack of an international and European customer base. Due to the company's limited International and European customer base, if a trade deal isn't established then the company's customer base won't be affected that much so they won't lose profit. However, if the government succeed in establishing a single market, the company would need to devise a marketing strategy in an attempt to successfully expand their market overseas. This is done by using the 4 P's which is previously mentioned in this report. (MarketInspector, 2017)

Leadership vs Management

The company currently have a poor set of leaders and managers, this has a negative impact on the company. In order for a business to be successful it needs to have strong managers and leaders to drive the organisation forward. A successful leader gains the trust of the employees as they motivate them to achieve common goals. Whereas a successful manager will direct and organise the company effectively to make sure day to day tasks are completed correctly. It is possible to be a leader and a manager at the same time but the circumstances have to be right.

To be a good manager and a good leader there are a number of different characteristics which they need to possess. The poor managers and leaders within the company need to attempt to obtain these positive characteristics in order to be successful.

A successful leader will have crucial characteristics, such as;

- Communication – a good leader will give clear instructions and information are needed throughout tasks in order for them to be completed correctly.
- Inspiration – strong leaders have the ability to share common goals to increase productivity and workmanship.

- Honesty and Integrity – a successful leader will have the trust and support of people while working on tasks.
- Approachable – a good leader will be easily approachable to help tackle on problems which occur.

Successful managers also share a set of crucial characteristics;

- Communication – good managers also require good communication skills express and breakdown tasks which need to be carried out. Good communication will also make the employees feel involved and that they share the same goals.
- Organise & direct – a successful manager will have good organisation and direction skills to make sure tasks are well thought out and completed correctly.
- Establish rules and standards – good managers must have the respect of the employees therefore when they deliver clear rules and standard, employees will follow them. This will ensure that all employees and tasks are treated in the same way.
- Look out for the employees – successful leaders must have the trust and support of the employees. They must also be there to help and support the employees if needed. (go2hr.com, 2017)

If a company has a successful set of leaders and managers then production will be efficient. Every employer will constantly know what they are doing. This will have a positive effect on the moral on the employees making them want to work hard. Less accidents will occur due to the correct procedures set by managers/leaders. Turnover in staff and employees on sick will improve as successful managers and leaders within an organisation make people want to work for the company. Product rejection rates will be reduced. This will improve reputation. This will result in more work received and increase market. Money will be saved on an increase in production, decreased in rejection rates, decrease in recruitment costs and a decrease in sick pay.

references would have strengthened this argument
TTC

I would have liked to have seen more models incorporated into your narrative.
TTC

Management Styles

Every manager is different in the way he/she operates. There are a number of different techniques in which a manager co-ordinates tasks and the employees working for them. The different techniques are called management styles. There is no right or wrong management style, but some can be more effective than others in certain circumstances. It depends on the task at hand, the skill of the employees and how dangerous the task is. Most managers have a tendency to only use a specific type of style and may struggle to use other types. This is down to their innate build-up. With regards to the company, each management styles will be effective to use at certain situations and with certain employees. This is due to individual employees and their skill level. There are four main types of management styles which are as follows.

Autocratic - The autocratic style likes to obtain control and has a 'do as I say' approach. It experiences no consultation with others. This style is effective when a task is needed to be completed quickly, or precisely with no margin for error. The autocratic style is also used to prevent injury when there is a dangerous task at hand. It is also effective on less skilled employees as they aren't given an option to think about tasks. It less than effective if it is used on a simple task with skilled experienced employees as it may make them feel undervalued and effect their motivation. This will be ineffective if used by the company due to the highly skilled workforce. *good*

Paternalistic - The paternalistic management style is a strict technique but incorporates greater consolation with workers when making decisions but the manager always makes the final decision. This makes employees feel like they are involved and it is effective with slightly higher skilled employees. It is still more of a dictatorial form of management and it can also make workers feel undervalued. This style will be ineffective if used by the company on simple tasks. However, if it is used on highly important jobs with high risks, it will be effective.

Democratic - The democratic style encourages participation with others while managers make decisions and handling tasks but the manager still makes the final decision. It also allows more lenience in the way in which tasks are carried out. It is usually used on simpler tasks and it can be motivating for the employees as it makes them feel valued. This would

be the best management style to use by the company as it is effective on a highly skilled experienced workforce and it gives the workers the freedom to decide on how they complete the tasks. Decision making tends to be slower using this style. Also, mistakes can be made if the workers are not experienced or skilled enough. This will be effective to be used by the company on day to day jobs. ✓

Laissez-faire - Next to no guidance from management when making decisions. Gives the highly skilled experience employees freedom to complete jobs the way they decide. Can cause chaos if it is used under the wrong circumstances without the correct control. Regular communication between management is required for this to become successful. With regards to the company, this style will be effective on less complicated tasks as the workforce is highly skilled but may not be effective on important critical tasks as they may need to be completed a certain way. (Tutor2u.net) ✓

Conclusion

There are many key factors which influence organisational success and organisational failures. The company is experiencing many failures as stated in the beginning of the report. It is important that the correct methods, which have been stated in the report are used by the company to eliminate the issues occurring and become a successful business. ✓

This conclusion
could have
been developed
by drawing
information
from your SWOT
and PESTLE.
(TR)

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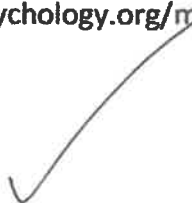
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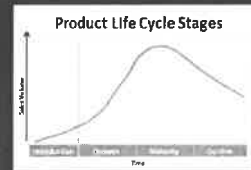


Management

The aim of this PowerPoint is to outline the key factors that influence a successful company and balance them against what makes an unsuccessful company.

Product Life Cycle

- All products/services go through what is called a "product life cycle".
 - The service that the company provides is currently on the "decline" stage.
- There are a number of ways in which the company can get the service out of the decline stage which includes:
- Improve marketing strategy
 - Improve maintenance and investments
 - Improve leadership and management within the company
 - Improve motivation within the employees
 - Improve numbers of employees on the stock



Marketing

A marketing strategy is described as the various different types of decisions made by organizations required for a successful product or service to be delivered to the public.

4 P's of marketing

- **Product** - The product/service which is provided must be fully explained and made clear to the market and meet the demands of the customer in order to be successful.
- **Price** - The appropriate pricing strategy depends on the market and the competition.
- **Place** - Place means that the product/services must be available on the correct market for potential buyers to buy.
- **Promotion** - Promotion is used to advertise product/services in an attempt to increase sales and increase its customer base.

Investment

- Investment are made to improve turnovers and profits for the long term.
- Can be expensive to invest so businesses often push it to one side.
- Leasing or renting may be the more financially effective method in certain areas if buying is too expensive.
- Successful investments will cause:
 1. Increased efficiency from machinery and employees
 2. Less accidents as equipment and machinery is safer
 3. Increased employee morale

Employee Training

- Company's must ensure that all employees have the necessary qualifications and training to do their jobs correctly and safely.
- If employees haven't got the correct training then they must offer them internal/external training. Failure to do so will result in the following:
 1. High amount of time spent on jobs resulting in money being lost on jobs.
 2. An increase of accidents resulting in money being lost on sick pay.
 3. Employee's moral will be low as they are unable to perform their jobs correctly. Also, they will feel unsafe as they haven't had the correct training. This resulting in poor job satisfaction and high turnover of staff.

Quality Control

- Current engineering companies in today's market are experiencing an ever-growing competition from within the UK and overseas and the price of materials is increasing.
- This is the current problem which companies face and it is something which they cannot control.
- As a result, engineering companies must focus on aspects of which they can control: their processes of the products/services which they deliver.
- Due to the increasing competition, companies must strive for continuous improvement in efficiency, quality and cost reduction.
- A successful quality control method is used by businesses to ensure that every product/service which is provided meets the correct standard before it is handed to the customer.

Motivation

- If an employee is unhappy in the work place then this can have a negative effect on the company.
- Every employers' goal is to get the best out of their company and to do this they need their employees to be well motivated to get the best from them.
- The main reasons that cause a lack of moral in the workplace. These include:
 1. Poor equipment and machinery.
 2. Poor health and safety.
 3. Poor management and leadership.

Motivational Theory's

- There are different theories involving motivation. Some of the main motivational theories are:
 1. Maslow and the hierarchy of needs
 2. Mayo and the human relationship approach
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 5. Taylor and scientific management

Maslow and the Hierarchy of Needs

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- Business ethics, management responsibilities and organisational culture each have a large effect on how well a business performs in the long term.
- When the management team is running a company ethically, the business leaders can set out standards for which all employees can follow. The management team and the employees must work together in making important decisions for what is ethically best for the organisation.
- This is done by creating an ethical company which follows its practice which results in positive long-term effects.
- Once a set of ethical principles are created, it is important that all employees follow them at all times.

Leadership vs Management

- In order for a business to be successful it needs to have strong managers and leaders to drive the organisation forward.
- A successful leader gains the trust of the employees as they motivate them to achieve common goals.
- Whereas a successful manager will direct and organise the company effectively to make sure day to day tasks are completed correctly.

Leadership

A successful leader will have crucial characteristics, such as:

- **Communication** – a good leader will give clear instructions and information are needed throughout tasks in order for them to be completed correctly.
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- **Honesty and Integrity** – a successful leader will have the trust and support of people while working on tasks.
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- **Establish rules and standards** – good managers must have the respect of the employees therefore when they deliver clear rules and standard, employees will follow them. This will ensure that all employees and tasks are treated in the same way.
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 3. **Democratic** - The democratic style encourages participation with others while managers make decisions and handling tasks but the manager still makes the final decision.
 4. **Laissez-faire** - Next to no guidance from management when making decisions.

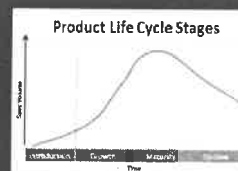
Any Questions?

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- Product
- Price
- Place
- Promotion

Product

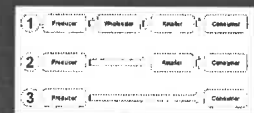
- The product/service which is provided must be fully explained and made clear to the market and meet the demands of the customer in order to be successful.
- Company's must distinguish how their services and offerings differ from the competition. This is called branding.
- Company's must also be able to innovate if necessary if it aims to succeed. This process is called portfolio planning.
- The Ansoff growth matrix is a planning tool which suggests that there are four main steps to achieve development, these are:
 1. Market penetration – Increase sales of current services in the existing market.
 2. Market development – Enter products into new markets.
 3. Product development – Improve the service/product which is provided or create a new service/product.
 4. Diversification – Introduce new products into different markets.

Price

- The appropriate pricing strategy depends on the market and the competition.
- There are several different pricing strategies which can be used, but in terms of this company many strategies should not be used due to the competitive market.
- The pricing strategies which could be used by the company and will have a positive outcome include:
 - 1. Competitive pricing - This form of pricing is the simplest and safest pricing strategy and is designed to ensure the business covers its total costs and makes an acceptable profit.
 - 2. Cost-plus pricing - The business must set their prices close to the prices of competitor's due to their large number.
 - 3. Penetration pricing - This form of pricing, the price is set vastly lower than any competitor's prices. The outcome is to attempt to enter or capture a large share of the market. This form of pricing is risky and only used on a short-term basis and is usually raised later on as the profits are often low.

Place

- Place means that the product/services must be available on the correct market for potential buyers to buy.
- The goal is to target potential and existing customers.



Promotion

- Promotion is used to advertise products/services in an attempt to increase sales and increase its customer base.
- It is used to show the benefits of the product and also to present a good image of the company or service/product.
- Promotion can be used to achieve the following objectives:
 - 1. Increase market share
 - 2. Enter a new market
 - 3. Enter a new product/service into the market
 - 4. Extend the life of a product/service

Investment

- Investment are made to improve turnovers and profits for the long term.
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- Current engineering companies in today's market are experiencing an ever-growing competition from within the UK and overseas and the price of materials is increasing.
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- If an employee is unhappy in the workplace then this can have a negative effect on the company.
- Every employers' goal is to get the best out of their company and to do this they need their employees to be well motivated to get the best from.
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Maslow and the Hierarchy of Needs

- Maslow suggested that motivation is separated into five tiers.
- He states that workers are motivated to achieve certain goals and that some of the goal requirements take priority over others.
- Maslow's theory suggests that a person cannot move higher on the pyramid if all the requirements on the current tier are not fully accomplished.



Business Ethics

- Business ethics, management responsibilities and organisational culture each have a large effect on how well a business performs in the long term.
- When the management team is running a company ethically, the business leaders can set out standards for which all employees can follow. The management team and the employees must work together in making important decisions for what is ethically best for the organisation.
- This is done by creating an ethical company which follows its practice which results in positive long-term effects.
- Once a set of ethical principles are created, it is important that all employees follow them at all times.

Leadership vs Management

- In order for a business to be successful it needs to have strong managers and leaders to drive the organisation forward.
- A successful leader gains the trust of the employees as they motivate them to achieve common goals.
- Whereas a successful manager will direct and organise the company effectively to make sure day to day tasks are completed correctly.

Leadership

- A successful leader will have crucial characteristics, such as:
 - **Communication** – a good leader will give clear instructions and information are needed throughout tasks in order for them to be completed correctly.
 - **Inspiration** – strong leaders have the ability to share common goals to increase productivity and workmanship.
 - **Honesty and integrity** – a successful leader will have the trust and support of people while working on tasks.
 - **Approachable** – a good leader will be easily approachable to help tackle on problems which occur.

Management

Successful managers also share a set of crucial characteristics:

- Communication – good managers also require good communication skills express and breakdown tasks which need to be carried out. Good communication will also make the employees feel involved and that they share the same goals.
- Organise & direct – a successful manager will have good organisation and direction skills to make sure tasks are well thought out and completed correctly.
- Establish rules and standards – good managers must have the respect of the employees therefore when they deliver clear rules and standard, employees will follow them. This will ensure that all employees and tasks are treated in the same way.
- Look out for the employees – successful leaders must have the trust and support of the employees. They must also be there to help and support the employees if needed.

Management Styles

- Every manager is different in the way he/she operates. There are a number of different techniques in which a manager co-ordinates tasks and the employees working for them.
- There is no right or wrong management style, but some can be more effective than others in certain circumstances.
- It depends on the task at hand, the skill of the employees and how dangerous the task is.
- Most managers have a tendency to only use a specific type of style and may struggle to use other types.

Autocratic

- The autocratic style likes to obtain control and has a "do as I say" approach. It experiences no consultation with others.
- This style is effective when a task is needed to be completed quickly, or precisely with no margin for error.
- The autocratic style is also used to prevent injury when there is a dangerous task at hand.
- Effective on less skilled workers as they aren't given an option to think about tasks.
- Less effective if it is used on a simple task with skilled experienced workers as it may make them feel undervalued and affect their motivation.

Paternalistic

- The paternalistic management style is a strict technique but incorporates greater consultation with workers when making decisions.
- However the manager always makes the final decision.
- This makes employees feel like they are involved and it is effective with slightly higher skilled workers.
- It is still more of a dictatorial form of management and it can also make workers feel undervalued.

Democratic

- The democratic style encourages participation with others while managers make decisions and handling tasks but the manager still makes the final decision.
- Allows more lenience in the way in which tasks are carried out.
- It is usually used on simpler tasks and it can be motivating for the employees as it makes them feel valued.
- Decision making tends to be slower using this style. Also, mistakes can be made if the workers are not experienced or skilled enough.

Laissez-faire

- Next to no guidance from management when making decisions.
- Gives highly skilled experience employees freedom to complete jobs the way they decide.
- Regular communication between management is required for this to become successful.
- Can cause chaos if it is used under the wrong circumstances without the correct control.
- Mistakes can be made if it is used incorrectly.

Any Questions?