

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:	John Steven Davies	Student ID number:	
Programme:	HNC/D IN Mechanical Engineering/Electrical/Electronic Engineering		
Module:	Management, Innovation and Sustainability		
Module code:	M5X01176	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Coral Planas	Internal Verifier:	Dr. R. Kadhim.
Assignment Title:	Engineering Case study	Word count (or equivalent):	1200 min
Submission deadline:	02/05/2019	Return date of provisional marks & written feedback:	23/05/2019
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

- 1) Demonstrate the ability to apply appropriate theoretical and practical methods to the analysis and solution of structures and dynamics engineering problems.
- 2) Demonstrate key transferable skills in problem formulation and decision making, interpreting experimental results.

TASK DESCRIPTION

Assignment Brief

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 and legislation.

Assignment Scenario

You have been working as an Engineering Technician for a small to medium sized engineering company manufacturing parts for the aircraft industry. Your duties are to ensure the production process operates efficiently and that all aspects of installation and maintenance are carried out in accordance with recognised procedures and cost effectively.

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 10 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 (a) 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 with clear structure, aims, objectives and outcomes based on your research. This presentation and report can then be delivered and submitted as required as part of the job application process.

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.			
Evidence of a wide range of research. This has been selected to relate totally to the scenario, where practical conclusions have been drawn.		30	21
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.			
Excellent evidence of knowledge included in this assignment which has shown both breadth + depth.		25	18
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence			
Very good use of analytical thinking throughout. Recommendations given which would work well.		15	10
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.			
Very good consideration of the context throughout and all of your discussion is relevant.		15	10
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.			
A very good set of slides, which you delivered well to the group.		15	9

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

68 %

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:	John Steven Davies	Student P number:	
Programme:	HND in Electrical, Year 2	Year of programme	2018/2019
Assignment Title:	Engineering Case Study		

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
- Researching the management aspects of a business - Writing formal reports - Writing powerpoint, presentations	Financial side of the business: mathematical element.

Student's Name	John Steven Davies	Date	02/05/2019
Student's Signature	J. S. Davies		



Management, Innovation and Sustainability Assignment

An excellent assignment. You have included many practical examples and really analysed this company well.

ABSTRACT

A report explaining my intentions to try and fix the many issues in this engineering industry, that develops air craft parts.

John Steven Davies

HND In Electronic & Electrical Engineering, Year 2



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

Name: John Steven Davies

Programme: HND in Electrical & Electronic
Engineering Year 2

Module Code: M5X01176

Lecturer: Coral Planas

Assignment Title: Management, Innovation and
Sustainability

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Introduction

This report is about a manufacturing plant for aircraft parts, on the decline. In the recent years the company has seen a steady decline in turnover and profit, mainly due to the lack of investment in technology advanced systems and machinery. The company has advertised the position of 'Engineering 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: Deliver a 15-minute presentation outlining the key factors that influence organisational success and to balance them against the key factors that could potentially lead to organisational failure. Then write a report with a minimum of 3000 words, encompassing these factors outlined above, detailing how their factors can be utilised to address the following issues:

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

A breakdown of each section will be made along with analysing the company based upon certain techniques, such as a SWOT analysis (Strength, Weakness, Opportunities and Threat). PESTLE analysis (Political, Economic, Social, Technology, Legal and Environment).

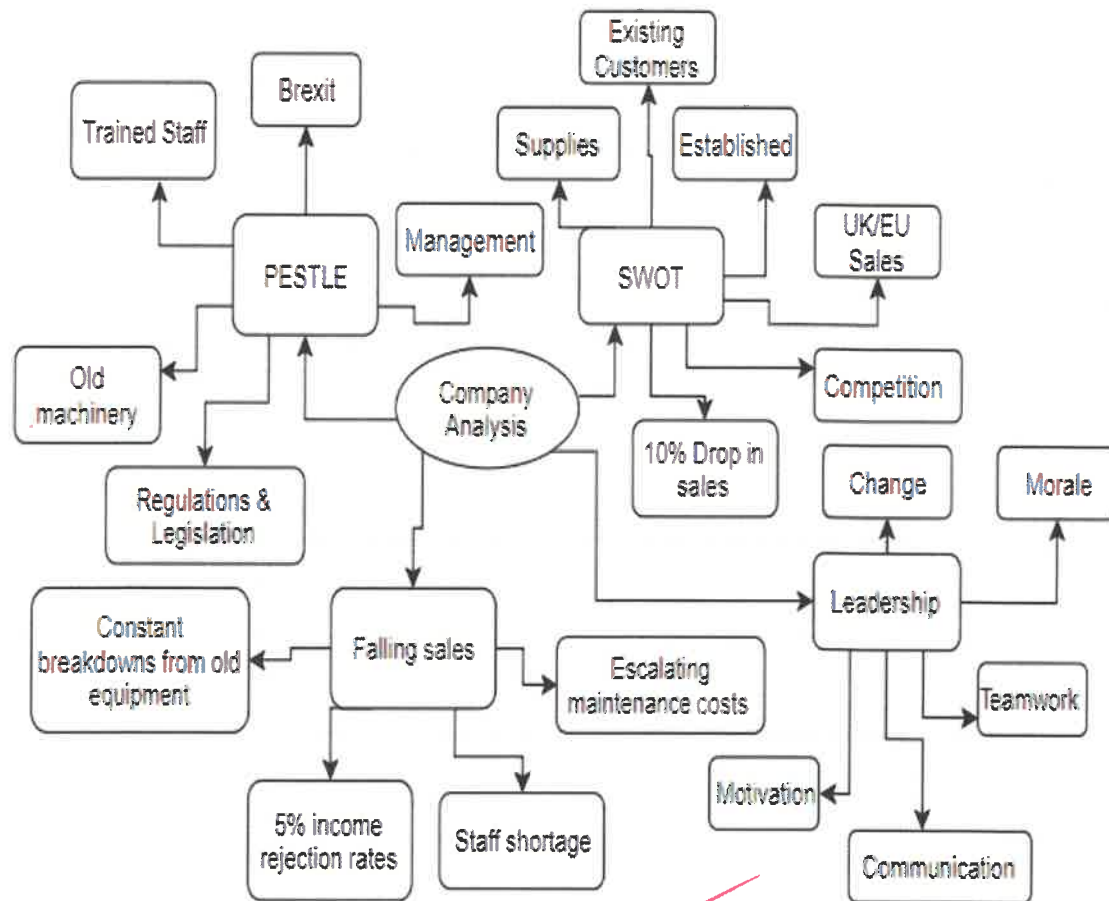


Company Analysis

Visual Representation

The diagram below gives a more visual representation of the areas to be covered throughout this report. Each section will be broken down and discussed, backed up by theory and research and an explanation given through methodology and finally analysing the results.

The spider diagram or mind map below, indicates several areas to cover.



A breakdown of each subject will be made in this report. Each subject will be discussed, examined and researched, then a explanation on how to increase or outright replace the failing aspects of this bussiness.

Each subject will have a title, such as leadership and from that motivation, morale, communication and all the other various aspects will be covered that are related to the subject title.

S.W.O.T. (Strength, Weakness, Opportunities and Threats)

The SWOT analysis of this company will be broken down into four sections, strength, weakness, opportunities and threats.

Strength: The only strengths about the company at this very moment is time is that, It's at a very crucial moment for change. The company has not gone bust yet, its in need of major refurbishment and management, but overall, it's still a functioning business.

Weakness: This business has several weaknesses, its inability to adapt to the current market. Failures in upgrading the manufacturing equipment and lack of competition with overseas rivals.

Opportunities: The opportunities for this company to expand is very high, the fact it's still up and running indicates, it has the capabilities to grow and advance. Machinery upgrades, new management and a whole makeover for the business would help motivate the employees and help the business grow.

Threats: Increased competition within the UK and overseas is a huge concern, that backed up by the fact the company is relaying on outdated and malfunctioning machinery dwindles its chances of remaining in business in the future.



P.E.S.T.E.L (Political, Economic, Social, Technological, Environmental and Legal)

A PESTEL analysis is a useful tool that is used by marketers to analysis and monitor the external marketing environment and the implication it has on an organisation. It will give a far more detailed insight into the company's external issues.

Political Factors: The political factors than can affect this company are: regulations, social and employment legislations. Tax policies, the trade and traffic controls, consumer protection legislation. Changes to the political environment and the government type and stability. Each of these factors can and will affect the company in various ways, ways in which will be explored in more detail within the theory and research heading further into the report. ✓

Economic Factors: The economic factors usually depend on the current stage of the business cycle. In this instance, the company is on the decline through various reasons. It also covers the topic is the economic growth and from examining the company's recent figures, there is a fall in sales as well as a 5% reduction in production rejection rates. There has been an unusually high turnover of staff, 10% reduction in production targets than the previous year. Escalating maintenance costs, from old machinery breaking down and requiring constant repairing. All the aspects are having a negative reaction to the business, causing it to fall being its competitors and loss of staff. Brexit will also have an affect on this company, be it positive or negative will be a debate for the future. ✓

Social Factors: Social factors are based upon the growth rate and age profile of the staff. I would assume the company isn't able to employ many fresh recruits to a failing business. Therefore, the attitude of the current work staff must be under huge stress, hence the 3 '7 day '+ lost time accidents. This could also have a negative effect on the public options of the company, with a bad reputation of the failing business there is a high chance that new employees would be put off by this. ✓

Technological Factors: The technological factors of the company are more apparent, as its one of the main causes for the business falling behind its competitors. New, modern-day CNC machines are required, to replace the old and malfunctioning ones. If the business is not following the current trend of online shopping, then this could also be a huge disadvantage as it is crucial for today's marketing. It can also be used for communication with the customers. ✓

Environmental Factors: These factors tend to be based upon transportation, parking, waste management, land use and topics like those. Waste management would be a crucial area to cover for a business in the manufacturing of aircraft parts. Transportation of the vital tool and equipment as well as parking for the workforce. ✓

Legal Factors: Legal factors, such has regulations, legislations, staff rights, employment laws and payment related areas will be covered in more detail in the theory / research heading.

(Markwell, 2009)

✓
an excellent
PESTLE
JACK.

Organisational Structure

A small to medium sized business may not have a well-defined organisational structure. Having a strategic business configuration is essential in supporting good communication and resulting in efficient work flow. There are multiple organisational structures, each used for a separate role within the business, the most commonly used are; functional, regional and matrix. The ones I will be discussing are; Hierarchical structure, Network structure and the Team-based structure.

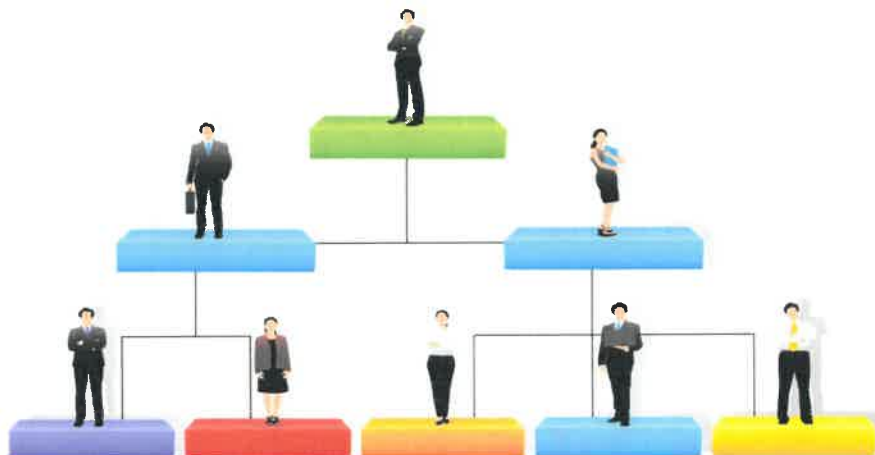
Hierarchical structure: This organisational structure is key to the decline in the business sales, because it sets up groups for the employees. Each group will have a specific set of objectives within the company and as a team they can work together to bring about the completion and regulations of their set area of expertise. If the business is set up with small groups, each with their own tasks and responsibilities it helps make the employees feel valued and included in their roles of the company.

Team-based structure: This structure follows up from the Hierarchical structure, there are teams with common goals whilst also working on their own individual goals. Through communication and team work these teams can function as one almost to achieve set goals by management.

Network structure: Network structures is based upon communication with both internal and external. Communication with the managers and higher hence the name social network.

Combining all three organisational structures would ensure there is a group for employees communicate with, help one and other out and work together on a common goal. This added to good communications with the managers and team-based activities ensures that everyone is communicating and expressing their view points, needs and assistance. It gives the company rules, roles and responsibilities, each member of the team is required and valued. His or her role is significantly more significant because it makes the employee realise, they are a part of a larger team.

(Alliance, 2017)



Leadership

The change in leadership with in a company can effect many things, a good leader that communicates with his/her staff, listens and takes note. This Is usually the leader that gains the most trust and loyalty from the employees. Every leader requires a plan, a vision, to then share than vision and take charge of the people working under them to help make that vision reality, inspiring this through example. This helps boost the motivation of the workers, knowing they're working for a company that values their efforts.

1. Having a happy workforce will make all the difference for a growing industry. If the employees are happy it implies, they're more willing to work harder and efficiently, thus improving the overall outcome of the business.
2. Communication is the underlining requirement got good motivation. If the staff and the management have great communication and understand one and other, then any issues that transpire can be tackled and resolved together as a team rather than the employee feeling neglected.
3. To make the employees feel valued and happy doesn't require money, allot of motivation stems from rewarding staff for good work, showing them respect and treating them as equals.
4. Giving the employees the opportunity to expand their knowledge and increase in the industry can also be a strong motivational tool. This gives the worker a reason to want to work for the company, knowing they can advance themselves and become more valuable to the business for their newly developed skills.
5. Leadership dictates on many variables, when a new person takes over in the management position, often a great deal of suspicion follows them. Ensuring the new manager communicates with his or her staff, outlining any form of changes and ensuring all staff is aware of the changes and have voiced their concerns and opinions and that the manager has taken note, discussed these opinions and acted upon them. All that will show the staff that this manager is on that is prepared to listen to his/her workers and their opinions are valued.
6. The environment in which the staff can working is also be important. For aircraft production, it is important the employees are aware that they are working in a safe workplace and have been made aware to all the safety protocols. This along with a clean, dry warm place in which to relax during their breaks can also be crucial to motivating the staff.



(Various, 2017)

good

Discussion / Evaluation

This section contains a breakdown of the business, discussion of the many variables causing its downfall and then an evaluation of the suggested changes and what results they might contain.

The major issues apposing this company are; falling sales, limited European and intonational customer base, 10% reduction in production targets on the previous year, 5% increase in product rejection rates, escalating maintenance costs and unusually high turnover of staff.

Reducing falling sales

Lets first discuss the various reasons why a fall in the sales is happening.

1. **Change in Management**, change in management can often affect the sales in a business, partly down to the state of the business sales (whether or not they were failing when the new appointed manager was employed, or if the new managers changes have a at first, negative affect on the company, but steadily changes while the company learns to change and adapt). In this instance, a position has opened to appoint a new project manager because the business is on the decline. ✓

Change is management, will also have an affect on the employees. The previous manager may have left on bad terms, was unsuccessful in preventing the company's downfall or the employees simply do not know this new person and so will have mixed opinions on him/her. ✓

2. **Poor Compensation planning**. A decisive moment in a situation of new management for when a business is on the decline, is will it affect the employees? Will there be contract terminations, reduces in the wages or various alterations. These areas may become grey when a new manager takes over and it is crucial for the person taking over to ensure every change is noted and made clear to the employees, along with listening and cooperation with the staff to ensure a united business and to reduce even more complications, for the already failing business. ✓



3. **Marketing and Sales Alignment.** The biggest issue for marketing and sales alignment, is collaboration. These factors are by far the most important aspect when it comes to improving a business performance, when the two unite they can drastically improve the marketing ROI, sales productivity and growth. These factors have opposite roles in a business, "Different Goals" and "Misunderstood Roles". Ensuring these factors work symbiotically will greatly increase the chances of increases in the sales, having a team to tackle these issues and being guided by the project manager could be an efficient means of tackling the various issues. Communication is key for this. (Marketo, 2019) *Source?*
4. **Improving on the selling techniques.** Considering this is a small to medium sized company, lacking in various much needed factors to compete with the current times, its safe to assume we are using old-school selling techniques. It is vital that we, as a business adapt and change along with the new marketing changes, the internet has grown so rapidly that online marketing has dominated the industry. A whole new selling approach may need to be applied taking into consideration all the new changes to be implemented into the business.
5. **Employees.** Dedicated staff will need to be hired; a sales rep will need to be put into place to help this new found team to shape the marketing elements of the business.
6. **Competitors.** One major lacking element of this company is its inability to compete with international and European competitors. Competition will always be a difficult aspect to overcome in the business role but failing to recognise this or ignoring it could have long term devastating results on the business. It is always required for the company to remain vigilant so it can react swiftly to competition and/or stamp it put quickly to avoid further complications in the future.

Some good ideas, but relating them directly would have made more interesting reading.

7. **Motivation.** Finally, lack of motivation can be the ultimate nail in the coffin for this company. Even if all other aspects are covered and the business begins to thrive, if there is lack of motivation in the staff this will bring ruin to the company. It is vital that communication is present in preventing any from of lacking motivation, listening, understanding and coexisting in the company, showing the employees that they are valued and needed for the business to succeed will have a positive influence on the staff.

(McConnachie, 2017)

Reducing reduction rates

To set about achieving a reduce in reduction rates, one must follow a set of guidelines to try and calculate why the reduction is happening, then to fix that issue and to try and prevent it in the future. Having goals is an important feature to possess, it stops the business from becoming stagnant over time and depends upon the produces being sold, the location of the business and how profitable the products are. Goals should be monitored throughout the year, checking their progress multiple times and refining the techniques used in order to achieve the goals set out and furthermore learn, from your progress each year. These would be some of the factors to cover;

1. **Reducing Business Expenses.** In order to set a goal about on how to reduce business expenses, you would first need to identify the reasons for excessive expenses. Outdated technology and high maintenance costs on them would have a massive impact on the business expenses and in order to deal with this, new machinery could be purchased and monitored.
2. **Productivity.** The level of productivity would obviously affect the reduction rates in a business, therefore setting out a goal to increase or stabilise a set amount that's produced per year could greatly improve the overall rates. Removing distractions during the working day, improving the efficiency of tools used.
3. **Customer Service.** How does the company communicate with the staff? Is there a satisfaction with the management? Goals set out to ensure these things are taken into consideration is crucial for the company's motivation. The other side of customer service of course relates to communication with the customers, this is key as good customer service can result in the company's name being spoken about in high praise, increasing the likelihood of the business expanding. A good example of this is through social media, business with bad reputations will be shared worldwide via social media which could result in devastating consequences. Lastly the feedback gives the customers can be instrumental in developing fresh new ideas and help encourage change into the business.

Some really good ideas.

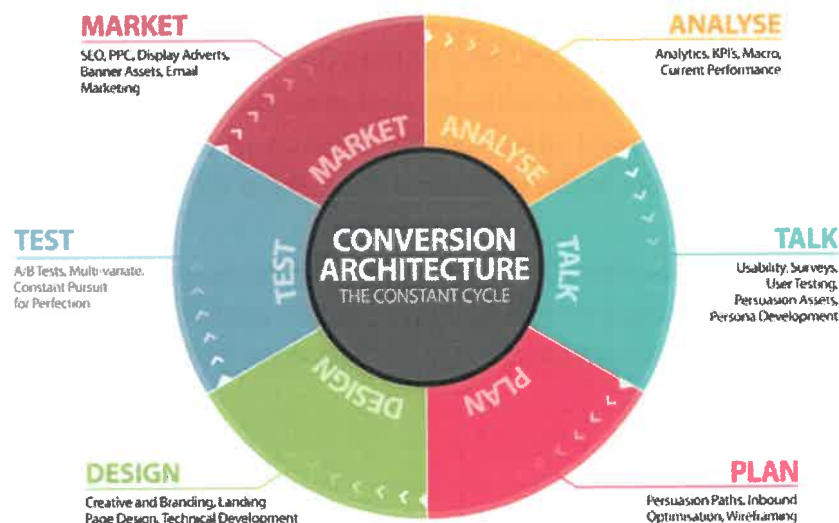
4. **Online Control.** Maintain a strong traffic control on the company's website will translate to increased sales and loyalty from the customers. Placing increased effort into marketing the business online could skyrocket sales, as the internet dominates the market place. A means of advertising the business on social media could be explored, this would expand the business products throughput the United Kingdom.
5. **A Second Business.** Once the business sales are on the increase and all the issues has been resolved, having a second business location could help combat competition. Having multiple business locations could help even further.
(Gregory, 2019)

Preventing product rejection rates

The 5% increase in product rejection rates can imply many things, poor manufacturing of the items, something that would be extremely dangerous for a business that manufactures air craft part. Gaining a bad reputation because an accident has occurred and the result could have been due to poor manufacturing would literally result in the termination of the industry, especially for a small to medium sized one, such as this one. It could also suggest that the company has not been meeting the required demands of its customers, resulting in the rejection rates increasing.

However, this doesn't initially mean the end for the business, the rejection rates indicate an error being repeated by the company and from this lesson can be learnt. Opportunities are being missed, the company needs to be discovering the root cause for these rejections and then fixing the issues and producing what the customers asked for immediately. In this case time is of the essence, because the reputation of the business could be affected.

1. **Content Readability.** Improving upon how the company is advertising their products may not improve rejection rates, but it will help increase production rates. When the customers visit the website to purchase products, detailed bullet points of each product, backed up clear headings, pictures to give the customer a visual representation of the product being described and even a video demonstration of the producing being constructed and then tested.
2. **Analysis the Business.** Analysing the business to figure out where the problems are, doing this will point out the may causes for concern. With this company, rejection rates would more than likely be related to the creation of the products themselves. New machinery is vital for producing reliable and safe air craft parts, having old technology that requires constant maintenance is not an intelligent thing to do and may even be against new regulations, to even create air craft parts.



(Patel, Unknown)

Reducing maintenance costs

The first and simple solution for this area is to replace the old machinery with new and modern-day machinery and technology, then train both new and current employees on how to maintain and operate the new machines. Once that has been implemented, the company could follow these simple steps in order to help reduce and maintain maintenance costs at a stable and affordable level.

1. **Risk Assessments.** To maintain the machinery regular risk assessments and analysis of the technology should be done. This is mandatory for all equipment but monitoring this in a more detailed manor could help prevent any unnecessary breakdowns if the problem is discovered before it expands something worse.
2. **Cost of Downtime.** Failing to take note of the cost of downtime could result in long term complication for the business. Calculation these costs include; costs for loss of staff, loss of production in the products, the number of man hours used for rescheduling and unexpected repair costs. All these factors can have an affect on customer satisfaction and the repudiation of the business.
3. **New Technology.** Investment in new technological devices could mean the difference between, complete shutdown and the replacement of a machine or a simply repair and the continuation of progress. There are new forms of technology that monitors subtle changes in vibration, temperature and various other aspects of a machine to pick up on potential faults. These sensors could help prevent major breakdowns and overall will work out cheaper than the current system.
4. **Maintenance Schedule.** Sticking to a preventable maintenance schedule can be useful because to simply use equipment until it breaks to try and save on maintenance costs, results in poor product creation and huge costs and setbacks when the machinery breakdown and requires replacement. Having a schedule in which to follow would result in a decrease in downtime, therefore keeping up the production of

Excellent

products and lowering maintenance costs.

5. **Documentation.** Keeping up to date with the machinery documentation could greatly help in lowering maintenance costs, because the employee would know the exact expiration date of the machine. Updating all documentation after each repair, detailing the repair for future employees to help prevent it or work out what the issue is far more quickly. Up to date drawing, schematics and machine history, all to help the next person make the repair as fast as possible.
(McHatton, 2017)



Decreasing the high turnover of staff

To decrease the turnover of staff one must first find the cause for this. Looking into this company, it could be that staff are leaving due to the decline in the business, they feel its on it way out so quit. It could be due to poor management and not feeling like their efforts are valued, and it could be all of them at once. To reduce this the following steps could greatly help;

1. **Hiring the Correct Staff.** Seems trivial but hiring the correct staff for the work would be the number one goal for an expanding business. This could be done through various means as the requirements would include some form of engineering degree or something along those lines to work in the air craft production industry.
2. **Employees.** Be sure to recognise the good work employees deliver and reward them for doing so, this encourages them to strive even further within the business. Become a flexible company, take into consideration the employees' life and give them flexibility which would increase positive relations between staff and management. Ensure the people working for the company are happy and if not seek out the reasons for this, especially if its related to the work they're undergoing. Above all show them respect, treat them as an equal and not a tool to simply increase the profits of the business.
3. **Opportunities.** Make it possible for employees to progress and reach further advancements in their desired position. Allowing staff to expand their positions and grow as a person will encourage them to try even harder in life and overall giving a positive affect to the business. (Jacobsen, 2013)



"STRATEGIES TO REDUCE EMPLOYEE TURNOVER IN YOUR RESTAURANT"

www.expodine.com

Competition (Intentionally & Overseas)

Competition in the market is unavoidable but ignoring this and failing to adapt to change and compete with the competitors will be the undoing of this company. It might be a steady and strong business but would still end up on the decline if the industry is unable to compete within the market. There are several ways in which a business can improve its sales intentionally and overseas as seen below;

1. **Digital Experts** – Employing digital experts to manage and monitor the digital marketplace, while this may be a common thing to do for a business, it is not exactly easy and many small to medium sized business may not be fully equipped with the tools and experience in order to keep up to date with the digital world. Failing to take advantage of the digital side of the market, could result in missed opportunities to increase product sales. Having a fully organised digital market operative would ensure the company has the tools to strive for success, being fully up to date with all changes and new competitors to act accordingly.
2. **Localised Planning** – Having a plan is the key to success, having realistic goals and objectives related to the company's overall mission, can be used as steps in which the business can follow. This and communication with the staff allowing them to focus on their tasks while also understanding the change destined to come as the industry expands. Be prepared to alter that plan as over time it might become clear that said plan isn't working and requires adjustments or to be scrapped all together.
3. **Learning** – Many large businesses simply do not listen to their customers; this overtime will have a negative affect on their sales but overall may not affect them as

much as it would a small to medium sized company. For this reason, it is crucial that every review given by customers, good and bad are to be analysed so that future products can be manufactured to suit those customer needs. Learning from these mistakes will ensure that were the problems to arise in the future the company will have the tools and understanding to tackle it, this and the good reputation the business will gain from customer satisfaction.

4. **Take advantage of social media** – Social media is a power tool in advertising a business of any kind to the public. This can also be used to promote the company's products overseas as well as across the country, advertisement of the products can be made with even setting foot in another country.
5. **Location** – One major aspect to consider is, is the location of the business in a suitable location? Could it be moved to a more profitable location to increase sales? Perhaps having multiple business operation is the key to success, to ensure the industry can produce the required products and can transport them wherever they need to travel.

Brexit is a grey area, as there is potential for it affect several businesses in both negative and positives ways. But through some research here are some of the predictions as to what will happen when Britain leaves Europe.

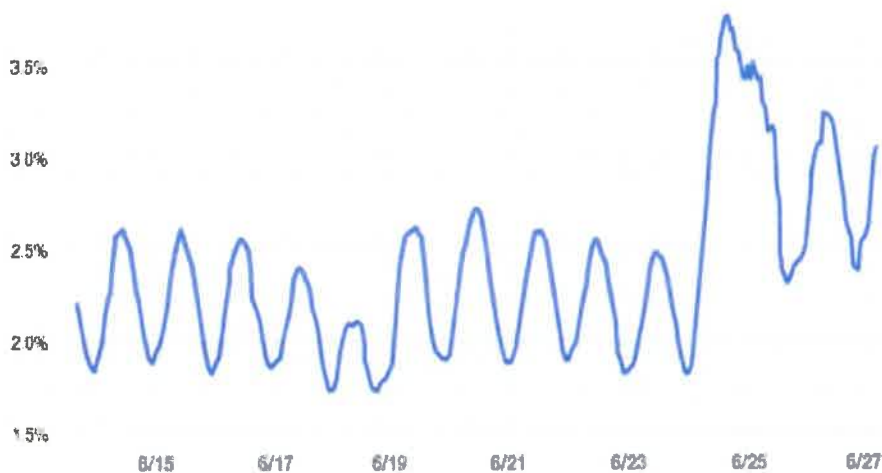
1. **The Costs** – According to several statistics the United Kingdom, exported £133 billion worth of good to Europe back in 2015 and due to Brexit, the predictions suggest the UK will experience a loss of £4.5 billion a year if they fail to negotiate a secure trading deal and simply leave with “no deal”. This could have a dramatic effect on business who rely on exports to other countries and vice versa resulting in lower profits for the businesses. “According to Oxford Economics, the long-term cost to the UK's economy under the WTO trading guidelines, could be between 1.5 and 3.9% of GDP by 2030. They have also predicted that the UK's exports would be lowered by 8.8%”. (Unknown, 2019)

Some excellent ideas Jack, which you have directly related to the company.

2. **Employment Affects** – Again the effects of employment from Brexit will be mixed but statistics have shown that since the UK voted to leave the EU, migrants seeking work outside of the UK has greatly increased. Indeed, claim that the employment rate is going to rise and an approximation of 500,000 jobs will be lost, as seen in the chart below.

Surge in UK Job Seekers Looking Abroad Following Brexit

12 hour moving average of searches abroad as a share of all UK searches



Source: Indeed

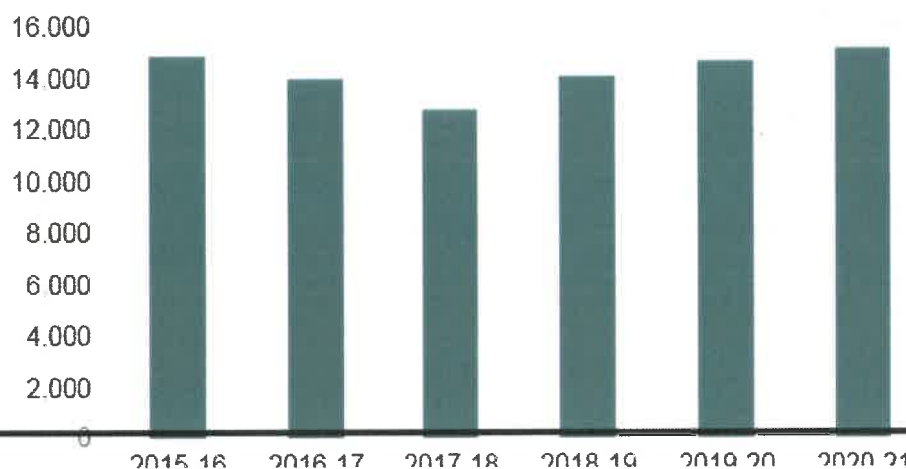
indeed

late .

3. **Business Effects** – Its stated that the UK has contributed approximately £13 billion to the European Union with a net contribution of £8.5 billion per year. Leaving the EU saves the UK government having to pay these pees and thus saving billions a year.

Predicted UK contributions to EU Budget

Gross contribution minus rebate/£m



(BBC, 2019)



The overall affect Brexit can have on this industry really is difficult to predict, it may at first be negative especially when the business begins to expand to oversea markets. But this may simply be a hiccup and after the dust has settled and people are aware of what's happening and is able to change and adapt, the business may flourish as aircraft parts will always be needed and are a vital element for all business to travel from courtiers and/or for them to transport their merchandise all over the world.

✓ new page ✓

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By Jack Davies

MANAGEMENT, INNOVATION AND SUSTAINABILITY

*HND in Electrical & Electronic
Engineering Year 2.*

Greetings

Explain who you are

What you do

What you're proposing

INTRODUCTION

- Company Analysis –
 - S.W.O.T, P.E.S.T.E.L
 - Organizational Structure
 - Leadership
- Discussion and Evaluation
 - Reducing falling sales
 - Reducing reduction rates
 - Preventing product rejections
 - Reducing maintenance costs
 - Decreasing staff turnovers
 - Competition (intonationally & overseas)

By Jack Davies P.1

This presentation is about a manufacturing industry for aircraft parts, on the decline. In the recent years the company has seen a steady decline in turnover and profit, mainly due to the lack of investment in technology advanced systems and machinery. The company has advertised the position of 'Engineering 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: Deliver a 15-minute presentation outlining the key factors that influence organisational success and to balance them against the key factors that could potentially lead to organisational failure. Then write a report with a minimum of 3000 words, encompassing these factors outlined above, detailing how their factors can be utilised to address the following issues:

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

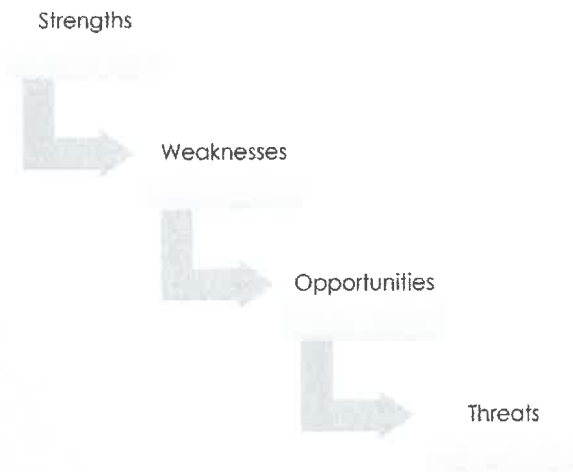
A breakdown of each section will be made along with analysing the company based upon certain techniques, such as a SWOT analysis (Strength, Weakness, Opportunities and Threat). PESTLE analysis

(Political, Economic, Social, Technology, Legal and Environment).

In order to analysis this company I will be following these guidelines

S.W.O.T ANALYSIS

- Strengths – What are the company's strengths?
- Weaknesses – What are the company's weaknesses?
- Opportunities – What are the company's opportunities?
- Threats – What are the company's threats?



By Jack Davies P.2

The SWOT analysis of this company will be broken down into four sections, strength, weakness, opportunities and threats.

Strength: The only strengths about the company at this very moment is time is that, It's at a very crucial moment for change. The company has not gone bust yet, its in need of major refurbishment and management, but overall, it's still a functioning business.

Weakness: This business has several weaknesses, its inability to adapt to the current market. Failures in upgrading the manufacturing equipment and lack of competition with overseas rivals.

Opportunities: The opportunities for this company to expand is very high, the fact it's still up and running indicates, it has the capabilities to grow and advance. Machinery upgrades, new management and a whole makeover for the business would help motivate the employees and help the business grow.

Threats: Increased competition within the UK and overseas is a huge concern, that backed up by the fact the company is relying on outdated and malfunctioning machinery dwindles its chances of remaining in business in the future.

P.E.S.T.E.L

- Political – Political implementations to the company
- Economic – The economic aspects of the business
- Social – Growth rate and age profile of the staff
- Technological – Up-to-date technology such as machinery
- Environmental – Transportation, parking, waste management
- Legal – Regulations and legislations

By Jack Davies P.3

A PESTEL analysis is a useful tool that is used by marketers to analysis and monitor the external marketing environment and the implication it has on a organisation. It will give a far more detailed insight into the company's external issues.

Political Factors: The political factors than can affect this company are: regulations, social and employment legislations. Tax policies, the trade and traffic controls, consumer protection legislation. Changes to the political environment and the government type and stability. Each of these factors can and will affect the company in various ways, ways in which will be explored in more detail within the theory and research heading further into the report.

Economic Factors: The economic factors usually depend on the current stage of the business cycle. In this instance, the company is on the decline through various reasons. It also covers the topic is the economic growth and from examining the company's recent figures, there is a fall in sales as well as a 5% reduction in production rejection rates. There has been an unusually high turnover of staff, 10% reduction in production targets than the previous year. Escalating maintenance costs, from old machinery breaking down and requiring constant repairing. All the aspects are having a negative reaction to the business, causing it to fall being its competitors and loss of staff. Brexit

will also have an affect on this company, be it positive or negative will be a debate for the future.

Social Factors: Social factors are based upon the growth rate and age profile of the staff. I would assume the company isn't able to employ many fresh recruits to a failing business. Therefore, the attitude of the current work staff must be under huge stress, hence the 3 '7 day '+ lost time accidents. This could also have a negative effect on the public options of the company, with a bad reputation of the failing business there is a high chance that new employees would be put off by this.

Technological Factors: The technological factors of the company are more apparent, as its one of the main causes for the business falling behind its competitors. New, modern-day CNC machines are required, to replace the old and malfunctioning ones. If the business is not following the current trend of online shopping, then this could also be a huge disadvantage as it is crucial for today's marketing. It can also be used for communication with the customers.

Environmental Factors: These factors tend to be based upon transportation, parking, waste management, land use and topics like those. Waste management would be a crucial area to cover for a business in the manufacturing of aircraft parts. Transportation of the vital tool and equipment as well as parking for the workforce.

Legal Factors: Legal factors, such as regulations, legislations, staff rights, employment laws and payment related areas will be covered in more detail in the theory / research heading.

ORGANIZATION CHART



By Jack Davies P.4

A small to medium sized business may not have a well-defined organisational structure. Having a strategic business configuration is essential in supporting good communication and resulting in efficient work flow. There are multiple organisational structures, each used for a separate role within the business, the most commonly used are; functional, regional and matrix. The ones I will be discussing are; Hierarchical structure, Network structure and the Team-based structure.

Hierarchical structure: This organisational structure is key to the decline in the business sales, because it sets up groups for the employees. Each group will have a specific set of objectives within the company and as a team they can work together to bring about the completion and regulations of their set area of expertise. If the business is set up with small groups, each with their own tasks and responsibilities it helps make the employees feel valued and included in their roles of the company.

Team-based structure: This structure follows up from the Hierarchical structure, there are teams with common goals whilst also working on their own individual goals. Through communication and team work these teams can function as one almost to achieve set goals by management.

Network structure: Network structures is based upon communication with both internal and external. Communication with the managers and higher hence the name social network.

Combining all three organisational structures would ensure there is a group for employees communicate with, help one and other out and work together on a common goal. This added to good communications with the managers and team-based activities ensures that everyone is communicating and expressing their view points, needs and assistance. It gives the company rules, roles and responsibilities, each member of the team is required and valued. His or her role is significantly more significant because it makes the employee realise, they are a part of a larger team.



LEADERSHIP



- . Motivation
- . Communication
- . Respect
- . Happiness
- . Environment
- . Opportunities



By Jack Davies P.5

The change in leadership within a company can effect many things, a good leader that communicates with his/her staff, listens and takes note. This is usually the leader that gains the most trust and loyalty from the employees. Every leader requires a plan, a vision, to then share than vision and take charge of the people working under them to help make that vision reality, inspiring this through example. This helps boost the motivation of the workers, knowing they're working for a company that values their efforts.

Having a happy workforce will make all the difference for a growing industry. If the employees are happy it implies, they're more willing to work harder and efficiently, thus improving the overall outcome of the business.

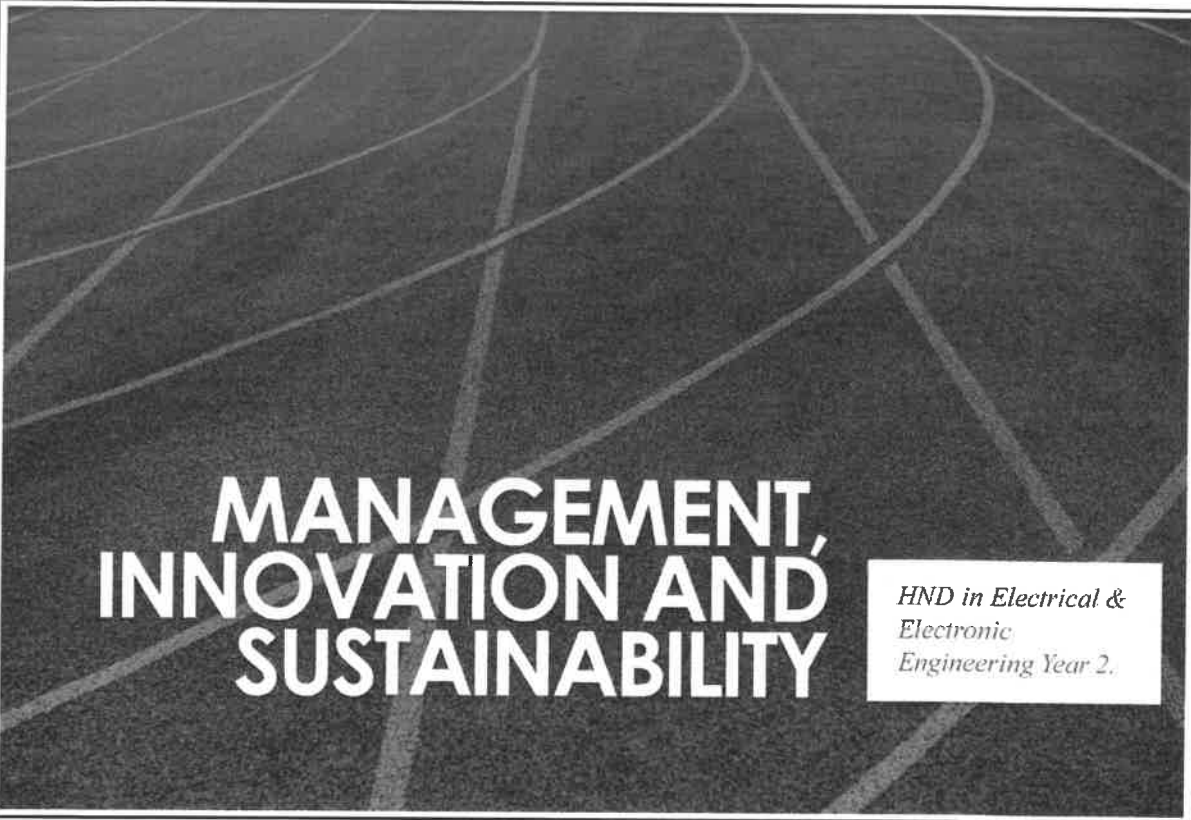
Communication is the underlining requirement got good motivation. If the staff and the management have great communication and understand one and other, then any issues that transpire can be tackled and resolved together as a team rather than the employee feeling neglected.

To make the employees feel valued and happy doesn't require money, allot of motivation stems from rewarding staff for good work, showing them respect and treating them as equals.

Giving the employees the opportunity to expand their knowledge and increase in the industry can also be a strong motivational tool. This gives the worker a reason to want to work for the company, knowing they can advance themselves and become more valuable to the business for their newly developed skills.

Leadership dictates on many variables, when a new person takes over in the management position, often a great deal of suspicion follows them. Ensuring the new manager communicates with his or her staff, outlining any form of changes and ensuring all staff is aware of the changes and have voiced their concerns and opinions and that the manager has taken note, discussed these opinions and acted upon them. All that will show the staff that this manager is on that is prepared to listen to his/her workers and their opinions are valued.

The environment in which the staff can working is also be important. For aircraft production, it is important the employees are aware that they are working in a safe workplace and have been made aware to all the safety protocols. This along with a clean, dry warm place in which to relax during their breaks can also be crucial to motivating the staff.

The background of the top section is a dark, textured area with several light-colored, curved lines that sweep across the frame, creating a sense of motion and depth.

MANAGEMENT, INNOVATION AND SUSTAINABILITY

*HND in Electrical &
Electronic
Engineering Year 2.*

By Jack Davies

REDUCING FALLING SALES

- . Change in management
- . Poor compensation planning
- . Marketing and Sales Alignment
- . Improving on the selling techniques
- . Employees
- . Competitors
- . Motivation



By Jack Davies P.6

Lets first discuss the various reasons why a fall in the sales is happening

Change in Management. change in management can often affect the sales in a business, partly down to the state of the business sales (whether or not they were failing when the new appointed manager was employed, or if the new managers changes have a at first, negative affect on the company, but steadily changes while the company learns to change and adapt). In this instance, a position has opened to appoint a new project manager because the business is on the decline. ✓

Change is management, will also have an affect on the employees. The previous manager may have left on bad terms, was unsuccessful in preventing the company's downfall or the employees simply do not know this new person and so will have mixed opinions on him/her.

Poor Compensation planning. A decisive moment in a situation of new management for when a business is on the decline, is will it affect the employees? Will there be contract terminations, reduces in the wages or various alterations. These areas may become grey when a new manager takes over and it is crucial for the person taking over to ensure every change is noted and made clear to the employees, along with listening and cooperation with the staff to ensure a united

business and to reduce even more complications, for the already failing business.

Marketing and Sales Alignment. The biggest issue for marketing and sales alignment, is collaboration. These factors are by far the most important aspect when it comes to improving a business performance, when the two unite they can drastically improve the marketing ROI, sales productivity and growth. These factors have opposite roles in a business, "Different Goals" and "Misunderstood Roles". Ensuring these factors work symbiotically will greatly increase the chances of increases in the sales, having a team to tackle these issues and being guided by the project manager could be an efficient means of tackling the various issues. Communication is key for this. (Marketo, 2019)

Improving on the selling techniques. Considering this is a small to medium sized company, lacking in various much needed factors to compete with the current times, its safe to assume we are using old-school selling techniques. It is vital that we, as a business adapt and change along with the new marketing changes, the internet has grown so rapidly that online marketing has dominated the industry. A whole new selling approach may need to be applied taking into consideration all the new changes to be implemented into the business.

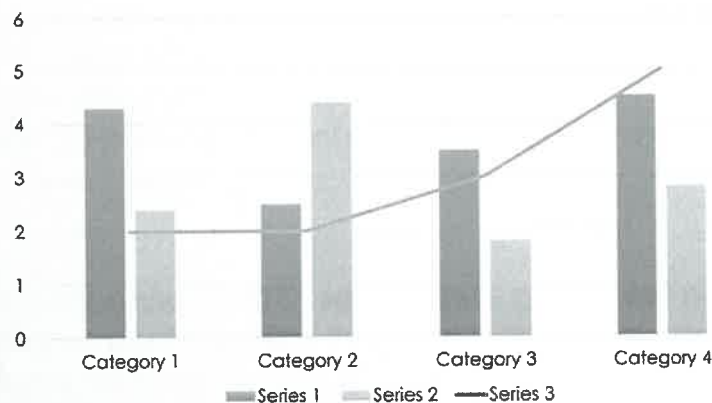
Employees. Dedicated staff will need to be hired; a sales rep will need to be put into place to help this new found team to shape the marketing elements of the business.

Competitors. One major lacking element of this company is its inability to compete with international and European competitors. Competition will always be a difficult aspect to overcome in the business role but failing to recognise this or ignoring it could have long term devastating results on the business. It is always required for the company to remain vigilant so it can react swiftly to competition and/or stamp it put quickly to avoid further complications in the future.

Motivation. Finally, lack of motivation can be the ultimate nail in the coffin for this company. Even if all other aspects are covered and the business begins to thrive, if there is lack of motivation in the staff this will bring ruin to the company. It is vital that communication is present in preventing any from of lacking motivation, listening, understanding and coexisting in the company, showing the employees that they are valued and needed for the business to succeed will have a positive influence on the staff.

Reducing reduction rates

- . Reducing Business Expenses
- . Productivity
- . Customer Service
- . Online Control
- . A Second Business



By Jack Davies P.7

To set about achieving a reduce in reduction rates, one must follow a set of guidelines to try and calculate why the reduction is happening, then to fix that issue and to try and prevent it in the future. Having goals is an important feature to possess, it stops the business from becoming stagnant over time and depends upon the produces being sold, the location of the business and how profitable the products are. Goals should be monitored throughout the year, checking their progress multiple times and refining the techniques used in order to achieve the goals set out and furthermore learn, from your progress each year. These would be some of the factors to cover;

Reducing Business Expenses. In order to set a goal about on how to reduce business expenses, you would first need to identify the reasons for excessive expenses. Outdated technology and high maintenance costs on them would have a massive impact on the business expenses and in order to deal with this, new machinery could be purchased and monitored.

Productivity. The level of productivity would obviously affect the reduction rates in a business, therefore setting out a goal to increase or stabilise a set amount that's produced per year could greatly improve the overall rates. Removing distractions during the working day, improving the efficiency of tools used.

Customer Service. How does the company communicate with the staff? Is there a satisfaction with the management? Goals set out to ensure these things are taken into consideration is crucial for the company's motivation. The other side of customer service of course relates to communication with the customers, this is key as good customer service can result in the company's name being spoken about in high praise, increasing the likelihood of the business expanding. A good example of this is through social media, business with bad reputations will be shared worldwide via social media which could result in devastating consequences. Lastly the feedback gives the customers can be instrumental in developing fresh new ideas and help encourage change into the business.

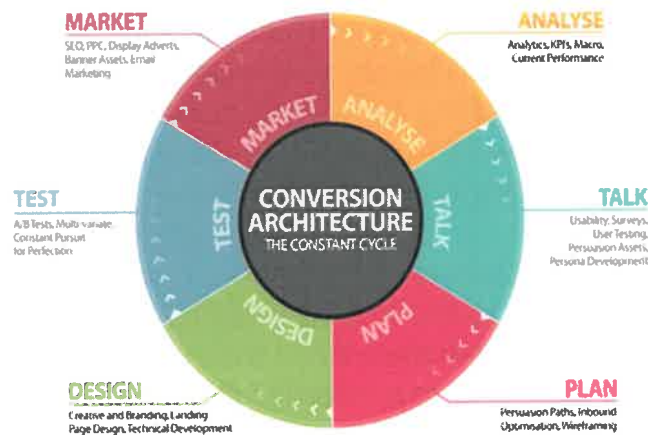
Online Control. Maintain a strong traffic control on the company's website will translate to increased sales and loyalty from the customers. Placing increased effort into marketing the business online could skyrocket sales, as the internet dominates the market place. A means of advertising the business on social media could be explored, this would expand the business products throughout the United Kingdom.

A Second Business. Once the business sales are on the increase and all the issues has been resolved, having a second business location could help combat competition. Having multiple business locations could help even further.

Preventing product rejections

. Content Readability

. Analysis the Business



By Jack Davies P.8

The 5% increase in product rejection rates can imply many things, poor manufacturing of the items, something that would be extremely dangerous for a business that manufactures air craft part. Gaining a bad reputation because an accident has occurred and the result could of been due to poor manufacturing would literally result in the termination of the industry, especially for a small to medium sized one, such as this one. It could also suggest that the company has not been meeting the required demands of its customers, resulting in the rejection rates increasing.

However, this doesn't initially mean the end for the business, the rejection rates indicate an error being repeated by the company and from this lesson can be learnt. Opportunities are being missed, the company needs to be discovering the root cause for these rejections and then fixing the issues and producing what the customers asked for immediately. In this case time is of the essence, because the reputation of the business could be affected.

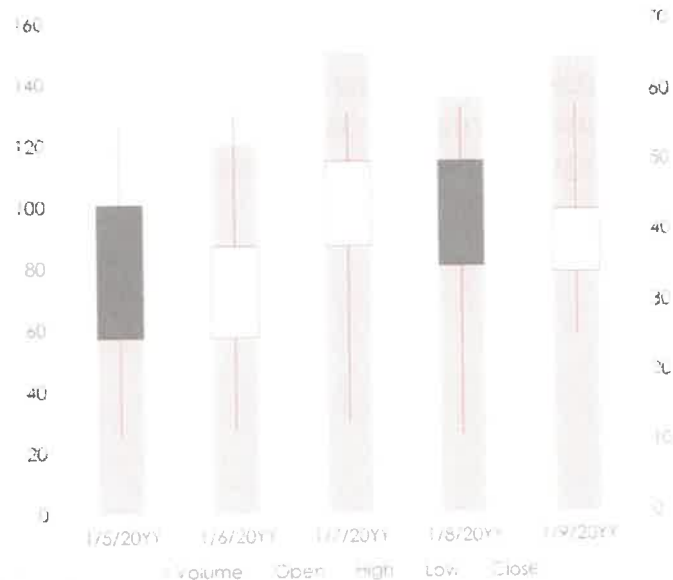
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Reducing maintenance costs

- . Risk Assessments
- . Cost of Downtime
- . New Technology
- . Maintenance Schedule
- . Documentation



By Jack Davies P.9

The first and simple solution for this area is to replace the old machinery with new and modern-day machinery and technology, then train both new and current employees on how to maintain and operate the new machines. Once that has been implemented, the company could follow these simple steps in order to help reduce and maintain maintenance costs at a stable and affordable level.

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New Technology. Investment in new technological devices could mean the difference between, complete shutdown and the replacement of a machine or a simply repair and the continuation of

progress. There are new forms of technology that monitors subtle changes in vibration, temperature and various other aspects of a machine to pick up on potential faults. These sensors could help prevent major breakdowns and overall will work out cheaper than the current system.

Maintenance Schedule. Sticking to a preventable maintenance schedule can be useful because to simply use equipment until it breaks to try and save on maintenance costs, results in poor product creation and huge costs and setbacks when the machinery breakdown and requires replacement. Having a schedule in which to follow would result in a decrease in downtime, therefore keeping up the production of products and lowering maintenance costs.

Documentation. Keeping up to date with the machinery documentation could greatly help in lowering maintenance costs, because the employee would know the exact expiration date of the machine. Updating all documentation after each repair, detailing the repair for future employees to help prevent it or work out what the issue is far more quickly. Up to date drawing, schematics and machine history, all to help the next person make the repair as fast as possible.

Decreasing staff turnovers

- . Hiring the Correct Staff
- . Employees
- . Opportunities



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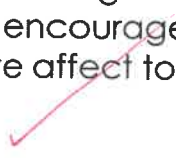
By Jack Davies P.10

To decrease the turnover of staff one must first find the cause for this. Looking into this company, it could be that staff are leaving due to the decline in the business, they feel its on it way out so quit. It could be due to poor management and not feeling like their efforts are valued, and it could be all of them at once. To reduce this the following steps could greatly help;

Hiring the Correct Staff. Seems trivial but hiring the correct staff for the work would be the number one goal for an expanding business. This could be done through various means as the requirements would include some form of engineering degree or something along those lines to work in the air craft production industry.

Employees. Be sure to recognise the good work employees deliver and reward them for doing so, this encourages them to strive even further within the business. Become a flexible company, take into consideration the employees' life and give them flexibility which would increase positive relations between staff and management. Ensure the people working for the company are happy and if not seek out the reasons for this, especially if its related to the work they're undergoing. Above all show them respect, treat them as an equal and not a tool to simply increase the profits of the business.

Opportunities. Make it possible for employees to progress and reach further advancements in their desired position. Allowing staff to expand their positions and grow as a person will encourage them to try even harder in life and overall giving a positive affect to the business.



COMPETITION (INTONATIONALLY & OVERSEAS)

- . Localised Planning
- . Learning
- . Social Media
- . Location
- . Digital Experts



By Jack Davies P.12

Competition in the market is unavoidable but ignoring this and failing to adapt to change and compete with the competitors will be the undoing of this company. It might be a steady and strong business but would still end up on the decline if the industry is unable to compete within the market. There are several ways in which a business can improve its sales intonationally and overseas as seen below;

Digital Experts – Employing digital experts to manage and monitor the digital marketplace, while this may be a common thing to do for a business, it is not exactly easy and many small to medium sized business may not be fully equipped with the tools and experience in order to keep up to date with the digital world. Failing to take advantage of the digital side of the market, could result in missed opportunities to increase product sales. Having a fully organised digital market operative would ensure the company has the tools to strive for success, being fully up to date with all changes and new competitors to act accordingly.

Localised Planning – Having a plan is the key to success, having realistic goals and objectives related to the company's overall mission, can be used as steps in which the business can follow. This and communication with the staff allowing them to focus on their tasks while also understanding the change destined to come as the industry

expands. Be prepared to alter that plan as over time it might become clear that said plan isn't working and requires adjustments or to be scrapped all together.

Learning – Many large businesses simply do not listen to their customers; this overtime will have a negative affect on their sales but overall may not affect them as much as it would a small to medium sized company. For this reason, it is crucial that every review given by customers, good and bad are to be analysed so that future products can be manufactured to suit those customer needs. Learning from these mistakes will ensure that were the problems to arise in the future the company will have the tools and understanding to tackle it, this and the good reputation the business will gain from customer satisfaction.

Take advantage of social media – Social media is a power tool in advertising a business of any kind to the public. This can also be used to promote the company's products overseas as well as across the country, advertisement of the products can be made with even setting foot in another country.

Location – One major aspect to consider is, is the location of the business in a suitable location? Could it be moved to a more profitable location to increase sales? Perhaps having multiple business operation is the key to success, to ensure the industry can produce the required products and can transport them wherever they need to travel.

THANKS FOR LISTENING



Any questions?

By Jack Davie: P.13