



International Innovation Management Assessment B



INTERNATIONAL OPERATION

Alan Mumby, August 2023

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Scenario

Griffiths & Hughes Ltd based in mid Wales specialise in security systems, for domestic, commercial and industrial applications. Products range from home security cameras that can be viewed on a mobile device's app, to commercial CCTV equipment. Due to the impact of COVID-19, a very popular product they produce is a body temperature scanner which can be placed at factory entrances to scan individuals for body temperature, the machine will grant or deny access depending on the body temperature.

The device also has a face mask recognition capability - and can be programmed via a friendly interface to confirm if a person is wearing a mask or not. Considering for a future beyond a COVID-19 environment, the company is also developing a retinal scanner for the same machines, so that an employee for example may be identified prior to being granted access to specific areas.

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Scenario

Griffiths & Hughes want to strategically position themselves to control the manufacture, marketing, and distribution of their products on a global scale. With the main headquarters and facility remaining in Wales the organisation has conducted an initial investigation in terms of suitability - and has shortlisted the following possible locations for further consideration:

<u>South America</u>	<u>West Asia</u>	<u>East Asia</u>
Porto Alegre (Brazil)	Lahore (Pakistan)	Shanghai (PRC)
Montevideo (Uruguay)	Mumbai (India)	Seoul (Korea)
Buenos Aires (Argentina)	Dubai (UAE)	Taipei (Taiwan)

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Task Outline

You work as part of a consultancy firm who is assisting Griffiths & Hughes to expand their business, you must produce a report that includes the following:

1. Select the three locations that would appear to be Suitable for the company's needs, one from each of the identified global regions. Your consideration may include, but not limited to the following factors:

- Manufacturing & Production
- Logistics & Transportation
- Marketing
- Political aspects
- Skills & capabilities of the local workforce
- Cultural & Social implications

2. Report on how innovation management standards such as the ISO56000 series may be of benefit to the organisation as it grows to a sustainable and prosperous future.

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Submission
time: 12 noon
date: 28th September 2023