

Company's Background Information

Dr. G. Harrison Cannery Company is a UK based company that was started in 1998 by Dr. G. Harrison's family and built on a 100-acre land. This company deals with food processing and preservation. The common foods the company deals with are fruits, meat, fish, and fast foods among others. The company has more than 600 permanent workers. Various products such as fast foods and drinks are processed and sold daily. The company has diversified branches such as the food processing branch, packaging of food products. The diverse branches have been playing a key role in the labor division and specialization.

The following is a conversation between a consultant and the company's employee.

Employee: The Company seems to have reduced the salaries of workers. What could be the cause?

Management Consultant: The Company might be undergoing a period of low returns. At this stage, the company would be running at a loss. Running at a loss means that the revenue generated by the company is less than the unit cost. A prolonged low returns period would lead the company to shut down.

Employee: What could be the causes of losses?

Management consultant: Some causes of short term loss experienced in a company could be; production of less than the targeted units, malfunction of the machines, having a shortage in terms of supply of raw material or an error that occurred due to human inefficiency and other external factors.

Employee: What can be done to return to normalcy?

Management Consultant: The company must investigate all the possible causes of the losses experienced to come up with possible solution to avert the situation (The Happy Manager. 2018). The company needs to look at the internal factors and external factors such as Environmental

factors, government policies on the products the company is dealing with and more importantly the current economic situation. These factors determine the prices of products in the market. Also, use of proper technology may affect efficiency of production and hence increase chances of higher income. The culture of people around the company determines the demand of the products (Makos, 2011).. Some people may have a culture of not consuming certain products, so they do not buy such products.

according to the pestle analysis all the company's branches were affected due to Cov19, the company cannot offer the same salaries because the company must survive and the employees do not lose their jobs, it was decided to deduct from the salary for the time being until the global economy recovers .

Employee: How should the company then come up with a solution?

Management Consultant: The Company has several alternatives to choose from one of the Me like a management consultant I have a lot problems solving technique , in this way we can use the brain storming tool to resolve this , in this way The Company has several alternatives to choose from. To maintain the company running within reasonable economic levels, the company can decide to lower its expenses and increase the income by; maintain the company running within reasonable economic levels, the company can decide to lower its expenses and increase the income by

- Negotiating better deals from suppliers
- Selling the assets that are no longer in use
- Reduce the amount of money drawn from the company's basket
- Cut the spending which would include cutting salaries reasonably and fairly

The company can also consider increasing the sales by

- Increasing the prices of the products
- Plan on how to sell more products
- Marketing strategies to attract more customers

After coming up with these alternatives, the company can then choose the best alternative. The best alternative should be chosen depending on how best it solves the problem (The Happy Manager. 2018). If an alternative provides lasting solutions and the company can implement it, then that would be the best choice. For instance, in this case the company can choose to increase the sales since it appears to have long term effects on the company's income generation.

Employee: How would the company go about the application of the best alternative?

Management Consultant: For the chosen option to be successful, the company should come up with an implementation plan. Let us consider that the company has chosen to increase the sales. The company should be able to set a goal of units of sales they want to make. The necessary human and financial resources to be allocated and the time to assess the outcome is set. The strategies for the sales to increase are good marketing strategies and increase in production of units of products. In this case, the company will be required to invest in advertisements to attract customers (The Happy Manager. 2018). The company will also need to invest in good technology and labor to produce more and quality products. The company should communicate to all the workers about what need to be done clearly.

After all this has been done the company manager will be monitoring the progress on weekly basis. The manger will be tracking the sales, compare with the cost of production. The manager will be checking whether all the activities of the new strategy are being accomplished in time and whether they are solving the problem and be ready to adjust where necessary.

Employee: How effective is the procedure?

Management Consultant: In 6 months I will come back to check the company's problems to see if it is solved, The effectiveness of this procedure will be determined by the commitment of all the persons involved and the effort they are willing to support the company during this pandemic . thank you for having the courage to talk to me and say the company's problems

Employee: Thank you for your input.

Management consultant: You are welcome.