



Jingyi Zhuang

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CONTENTS



01 Background

02 THEORY- Force Field Analysis

03 Analysis



01

Background

Dyson's decision to relocate their headquarters to Singapore

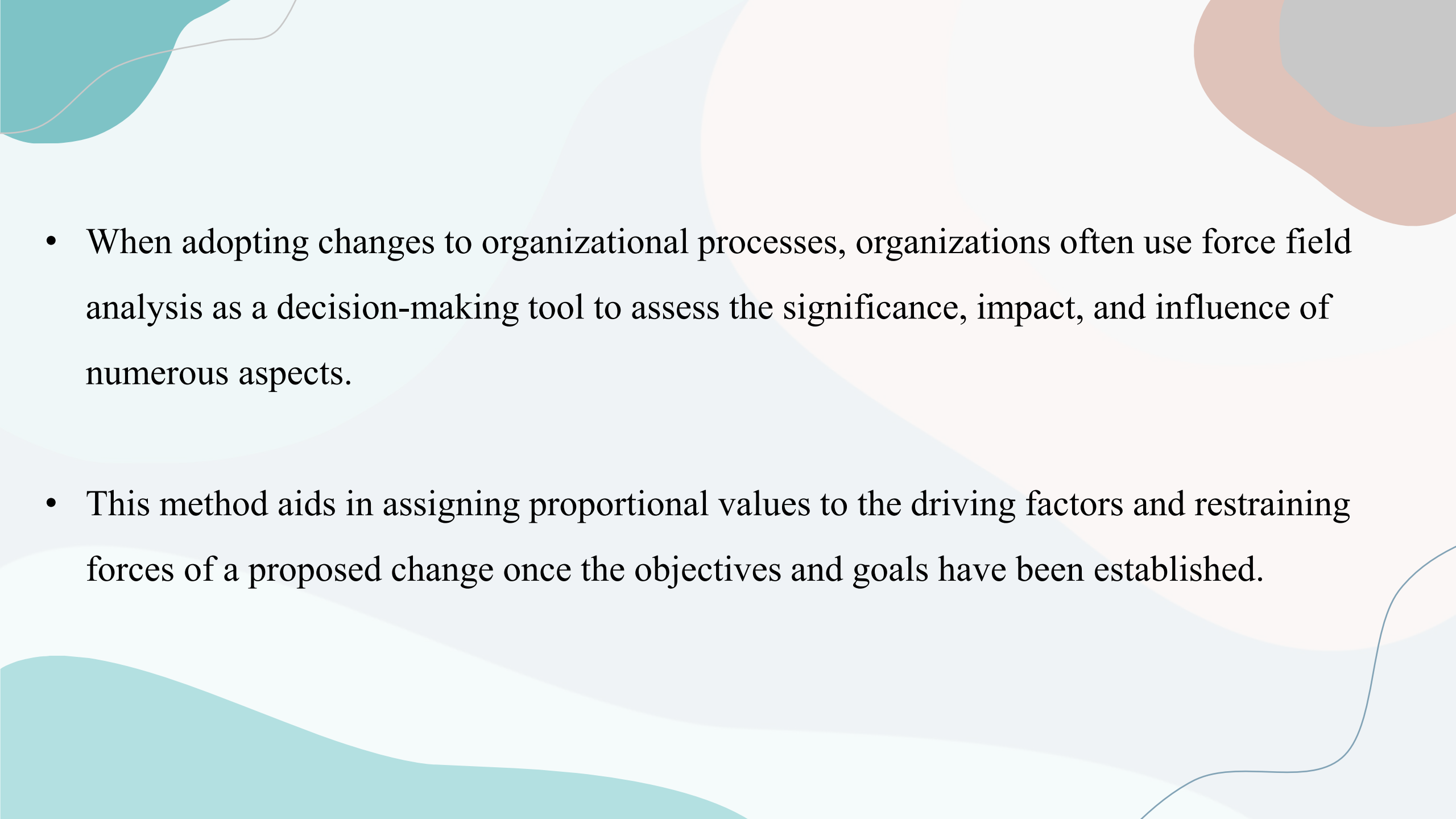




02

Theory-

Force Field Analysis

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- When adopting changes to organizational processes, organizations often use force field analysis as a decision-making tool to assess the significance, impact, and influence of numerous aspects.
 - This method aids in assigning proportional values to the driving factors and restraining forces of a proposed change once the objectives and goals have been established.

- A proposal to either boost the forces for change or lessen the forces against it should come from force field analysis after looking at the values of the variables influencing or inhibiting it.
- Then, businesses can utilize this proposal as a solid foundation for selecting whether or not to make a suggested change.



03

Analysis

Driving Forces

- Dyson's main market is in Asia (The majority of Dyson's business is in Asia)
- the largest demand for its air purifiers, hairdryers and other products was found in the Asian market

Restraining Forces

- R&D technology department is still in the UK
- The R&D base in Singapore is not enough to accumulate sufficient technology
- Shortage of skilled workers



04

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THANK YOU
