

Assignment

by Samuel Hill

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Introduction

In this report, there shall be writing about many things regarding business and how companies use different strategies on how to make their company more noticeable. There will also be different departments being looked at and how they will be used by any company. I will also be testing an ERP system and there will be recommendations to suit the needs of organisations. With all of these there shall also include a piece from a case study examples relating to that.

Business Strategy & PEST Analysis

Business Strategy

[1] A business strategy basically means when a company sets out to achieve its aims and objectives. It can simply be described business planning long term. Normally, a business strategy will last about 3-5 years, and in some cases, longer.

Strategy plan

[2] A strategic plan is basically when the company's defying its direction, also making their decisions on allocating its recourses to trace its strategy. The reason that there is a strategic plan is because it helps the company to build their advantage.

What is a vision statement?

A vision statement is a description of what and company would want to achieve in their mid-term and also their long-term future. It's there as a clear guide for choosing current and future decisions or any other action.

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What is a mission statement?

A mission statement is basically a short sentence or paragraph that's used by a company to explain, in simple and understandable terms, its aims for the future. These statements serve a multiple purpose which is by helping employees to remain focused on what they are doing, as well as encouraging them to find interesting ways of moving towards a more productive achievement the company's goals

What are business values?

Business values are basically the main principles or standards that guide the way the company does business. They pretty much sum up what the business stands for and what makes it special in any way. While business plans and strategies may change over time, the main values of the business will remain the same.

An example is Adobe and theirs is

[5] 11. Genuine.

12. Exceptional.

13. Innovative.

14. Involved'.

What are smart business objectives?

An objective is basically a statement which describes what the company is hoping to achieve, objectives should be quite specific. They are clear on what they want to achieve and how they will go about to do it.

An example of a goal of a SMART business objective is:

[6] 'SMART Goal: Within a month, I am going to get set up to sell handmade cards on Etsy, which will allow me to benefit financially from my favourite hobby. Within six weeks, I will have an inventory of 30 handmade cards to sell and aim to sell a minimum of five cards per week, building customer relationships through word of mouth, referrals, and local networking '

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[7] This is the balance score card and it is a performance metric which it will be used in strategic management which to identify and improve the multiple internal functions of a company. This is measured and used to provide feedback to feedback.



[8] This picture is showing the strategic planning cycle.

Strategic pyramid



[9]

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What are stakeholders?

[9] A stakeholder is basically anyone that has any interest in a business. Stakeholders are certain people, groups or also organisations that are affected by the activity of the business. They include: the owners who are interested in how much money the business is making. Also it would include the managers that are concerned about their wages. They also include the workers who want to earn high wages and also want keep their jobs. Lastly customers that want the business to make the top quality products also at reasonable prices.



[11]

Here below is a chart from the company called TNT and this is from their case study on their strategy. It's used to make sure that the employees are focused on their aims and objectives at hand. Page | 5

PEST / SLEPT analysis for Nike

P for political and legal

[12] In Nikes based country, which is the United States; they have polices that would affect the growth of the company. Things like low interest rates and international tax agreements. This would affect them because it may affect how they make profit abroad, as Nike make products like any goods that are physical. Also, if the United States have any conflicts with a country, then imports and exports can be difficult. Also, regarding the legal issues; a few of them apply to Nike, one of them being the Health and Safety at Work Act 1974; this means that all employers in the company will have to keep to regulations regarding the safety of their employees in the workplace.

E is for economic and Industry

The economic part is that a market may collapse and that is not good news for Nike. The consumers may go with cheaper alternatives to them. To some sort of extent, the revenue of Nike relies on the low cost of labour abroad. Employment levels is another thing that applies to Nike, this is because every so often; the workers move jobs and that would affect the income as they're will be less money made.

S for social

The social part is that there's buying behaviour from customers. As Nike sell running and other exercise clothes, when people decide to exercise or want to start going to the gym, they are most likely going to buy clothes from a good and well renowned brand, most choosing Nike as they are one of the biggest clothing brand in the world. Another thing is customer trends. This means when a brand releases a product and there is a high demand for those products, for Nike, this would include football kits as they make the kits of top clubs around the world, therefore, this would be a trend by the customer.

Technology has helped Nike grow into the company it is today. This is because it has evolved by having a website so customers can order whatever they want online. This has evolved again into phone apps and tablet apps which can be used in store. They even have a service called 'Nike ID' which the customer can not only personalise, but design their own footwear. This has improved business and profit for Nike. Other large businesses have followed suit as this has proved to be a popular business venture. One law that applies to technology is the Data Protection Act. The reason for this is because they will have to keep the information of their customers private and not give any of it out to third party outsiders without their permission.

Organisation Structure

Organisational structure basically means how a company organise and sets out their roles and with different responsibilities. [15] In any sort of organisation, the setup can be very different depending on the company. An inaccurate company structure can affect the flow of the company. Also, the structure of a company what employee has which role.

Scalar chain

The scalar chain is basically a chain which is of supervisors that are from the highest rank to the lowest. If an employee feels to contact his superior, then it would be through the scalar chain.

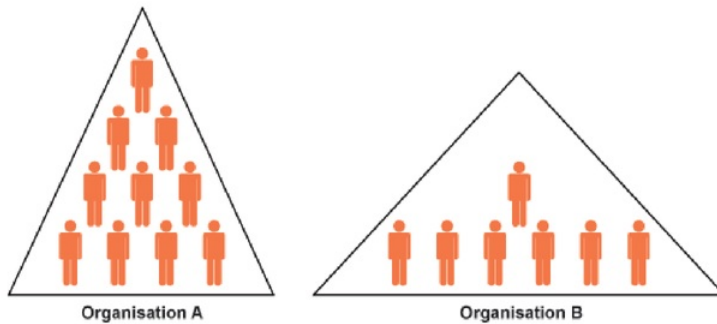
The span of control

This is basically the number of staff that a manager or supervisor can directly control. This would depend on the type of work.

The ideal span of control

The ideal span of control will depend on the job. A highly technical job which the employees know what they're doing won't really need a lot of supervision however in a factory for example; there will be more people to supervise them.

Tall and Flat structure



increase.

Flat

A Flat structure doesn't have as many levels, each level of it controlling an area or group. Flat companies normally concentrate on empowering the employees. [11]

Mechanistic	Organic
Individual specialization: Employees work separately and specialize in one task	Joint Specialization: Employees work together and coordinate tasks
Simple integrating mechanisms: Hierarchy of authority well-defined	Complex integrating mechanisms: task forces and teams are primary integrating mechanisms
Centralization: Decision-making kept as high as possible. Most communication is vertical.	Decentralization: Authority to control tasks is delegated. Most communication lateral
Standardization: Extensive use made of rules & Standard Operating Procedures	Mutual Adjustment: Face-to-face contact for coordination. Work process tends to be unpredictable
Much written communication	Much verbal communication
Informal status in org based on size of empire	Informal status based on perceived brilliance
Organization is a network of positions, corresponding to tasks. Typically each person corresponds to one task	Organization is network of persons or teams. People work in different capacities simultaneously and over time

Tall

Large businesses will normally need a taller hierarchy. Simply, a tall structure means a one long chain of command; this is similar to the military. When companies grow, then the number of management levels

Mechanistic structure

Organic

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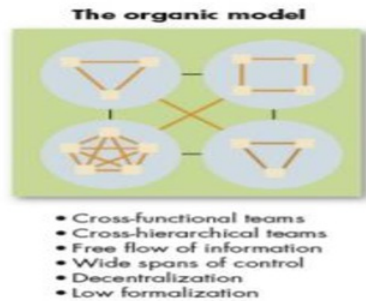


EXHIBIT 15-8

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This diagram on the left hand side shows the organic model of a company [16]

Marketing department

[13] Their job is to use their skills to bring more customers to look at the company via different sort of methods, for example, the human resources department which 'is the term used to describe formal systems devised for the management of people within an organization.

[14] Human recourse

The responsibilities of a human resource manager fall into three major areas: staffing, employee compensation and benefits, and defining/designing work'.

Marketing

Another department of a company is the marketing department. The role of the marketing department may include things like 'producing marketing and promotional materials. The marketing department should create the materials that describe and promote the core products and/or services, and keep them up-to-date as those products and services evolve'.

Finance

Another department is the finance department. Their job varies from things like bookkeeping to other things like providing information to managers when they are making decisions. They will assist the managers to prepare the company's budget which they will report back a few times during the calendar year.

Production

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[18] Another department in a company is the production department. Their job is to produce that are sold by the company. In each aspect of the goods and also the lowest possible costs of the products is decided by the production department, in some companies, the production department works closely with the purchasing department as the purchasing department notifies the production department on the quantity of the goods that are needed.

Matrix structure

	Marketing	Operations	Finance	HRM
	<i>Marketing Manager</i>	<i>Operations Manager</i>	<i>Finance Manager</i>	<i>HR Manager</i>
Project A (Team Leader)	Marketing Team (A)	Operations Team (A)	Finance Team (A)	HR Team (A)
Project B (Team Leader)	Marketing Team (B)	Operations Team (B)	Finance Team (B)	HR Team (B)
Project C (Team Leader)	Marketing Team (C)	Operations Team (C)	Finance Team (C)	HR Team (C)
Project D (Team Leader)	Marketing Team (D)	Operations Team (D)	Finance Team (D)	HR Team (D)

A matrix type of company combines departments with teams.

I've looked at Starbucks' case study and in that it includes their organisational structure

[15] 'The following are the main features of Starbucks Coffee's organizational structure:

1. Functional structure
2. Geographic divisions
3. Product-based divisions
4. Teams'

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E-Business information systems

What are information systems?

An information system is basically defined as the software that helps sort out and also analyse data. So basically, the purpose of an information system is to turn raw data into useful information that can be used for decision making in a company.

An example of an information system is customer relations management

Customer relationship management is basically a term that refers to the practices, strategies and also technologies that organisations use to manage and analyse customer interactions and data through the customer lifecycle, which as the goal of improving business relationships with the customers, assisting in customer custody and also driving sales growth. The company then looks at the information with the customers, like the needs of the customers and how they would use that information for future plans.

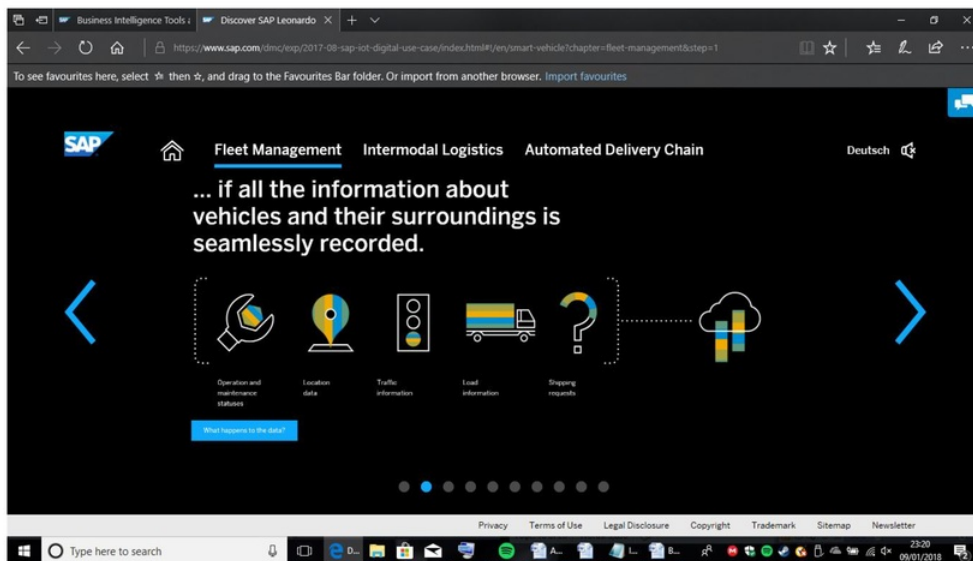
[17] In order to be competitive and succeed at business these days, ebusiness is very important. It opens up the windows of the global market for minimum cost and also better efficiency.

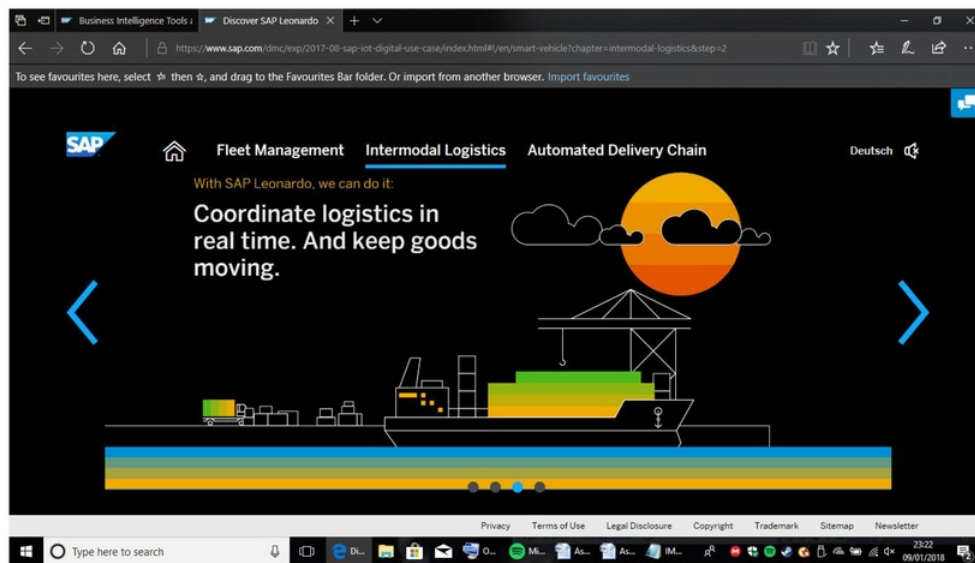
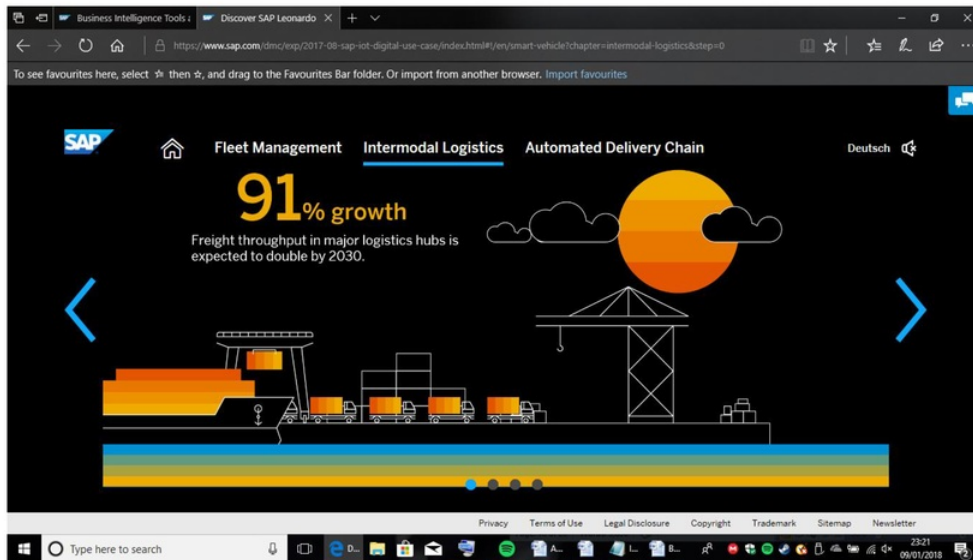
Sage X3 ERP Software

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Sage X3 is pretty much enterprise business management software which includes integrated functionality for financial management, sales, customer service, distribution, inventory, and also manufacturing, and business intelligence. This would be good in a company because it offers modern advanced user permission settings. Sage X3 ERP Software can also prevent any sensitive data from being in the wrong hands also. Also, this can allow the users to only access what they really need from the system. Therefore, I would recommend this ERP system because of the reasons I've mentioned.

ERP software is a business application that offers solution to different departments as Modules. Enterprise Systems can include ERP, Supply Chain Management, and also Customer Relationship Management.





Conclusion

In conclusion then, in this report I have found out many things regarding the topics that I have looked at. For example the different information systems that there are, along with the PEST analysis of Nike and what parts of that applies to them. I also found out that there many different departments within a company and what all of those departments do and if they have any problems, they know who to go to base on the span of control. I found out what the different types of companies there are, matrix and functional.

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Assignment

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

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SAMUEL HILL

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



Some good use of citations throughout the report. Good. Well done Sam you have clearly attempted to include citations to support all sections. - citations could be extended in some sections. And multiple citations could be used in places. - The citation number in numeric referencing is better placed at the end of the paraphrased section rather than at the start. + A Good clear well-formatted reference list. - One of two books or academic papers would enhance the quality of the reference list and help you to gain a few extra marks for this section.

14

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



+ Good overview of Business strategy with reference to relevant concepts and illustrations. Good. +/- PEST analysis. + The fundamentals of Org. structures are documented with some citations. - additional citations could be used here. + Good overview of activities in each department. + Matrix structure is documented - could be defined. - Functional structure is not reviewed. + Info. systems defined. + ERP system reviewed. - additional systems such as e-commerce and SM-Management systems could be reviewed to document a complete solution.

14

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



- PEST could be introduced. + PEST analysis identifies some relevant and useful points. - Additional research and several citations used to complete each section would enhance the overall analysis. - Competitors could be considered and relevant statistics included. + Relevant info. systems reviews, - could be extended and additional citations used but overall some good findings documented. + Conclusion provides an overview. - however the conclusion should re-iterate important findings from each section.

11

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



-/+ Business strategy section refers to some industry examples these could be extended e.g. Mission, vision. + Pest and Org. str. sections consider case examples. - Description could be included for the latter (p.10) + Good review of an ERP solution.

12

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



+Report structure quite good. Please find below some tips to enhance the report layout and gain

10

extra marks: - No title page. - TOC should be on a separate page. - Headings should be numbered. - Avoid using I. Heading alignment should be consistent. - No recommendation section.