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by

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BSBA Assessment Assignment

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Question 1

I am trying to solve wood resource depletion and deforestation by salvaging and recycling wood material from demolished constructions and redistributing the final product to the community at a subsidized price. The first process in solving the problem will involve defining the problem, which is the extraction of natural resources in wood at a not sustainable rate. The next step will be generating alternate resolutions through brainstorming and collaborative problem-solving strategies, both valuable tools at this level of solving the problem. The third step will be evaluating the proposed solutions and selecting an alternative considering a specific solution that will fix the problem without introducing further unforeseen complications and the ease of implementation. Recycling and reusing is the most suitable solution in this case. The last step in solving the problem will involve implementing and following up on the solution (Baker, 2017). Criticism channels must be integrated into the application irrespective of how the resolution is conducted. This allows for continuous monitoring and evaluation of actual incidences concerning prospects.

Question 2

The first technique that I will use to communicate business value to the client is through digital marketing. Promotional content will be advertised on the Website, YouTube, and Facebook and distributed on other social media platforms. This technique will provide great value to customers by personalizing their market experience to our most relevant product to their needs and interests. Another tool that I will use to communicate business value to the client is subjective selling. Subjective selling is the practice of selling the product personally. The sales

agents will conduct this sort of communication, serving as the personal link between the client and the firm. This method of marketing communications apparatus might be a valuable foundation of consumer response and improving consumer connections, thus proving to be very efficient.

Question 3

I would identify the market by first examining the industry's current customer base. Identifying the current clients and why they continue doing business with the firms, looking for shared traits and interests to determine the ones that provide the highest revenue will provide great insight in determining other individuals who are quite likely to purchase the products. Secondly, I would examine its competitors because this would be critical in discovering a market segment that they are ignoring. The third step I would employ in identifying a market is through analyzing the product itself. This will enable me to determine the benefits offered by the product and consequently act as a reference when formulating a list of individuals and demographics that have a need hence are more likely to benefit from the product. In addition, we will reach out to construction companies because they offer the prospects of sustainable business instead of individual prospects.

Question 4

I would describe the business as a recycler, remanufacturer, and redistributor of wood to reduce wood resource extraction and reduce environmental effects by diverting less waste from landfills. Similarly, I would frame the business as a new green business frontier dedicated to salvaging the environment from human activities and assisting the local communities by providing wood for construction and furniture at subsidized rates while empowering the

community through vocational training. Nonetheless, the strategic grouping will assist the company in foreseeing new gaps and opportunities, thus enabling the management to identify potential challenges in the strategy. Therefore, the company will be categorized as a secondary recycler. To gain a competitive advantage, the firm will aim to create new opportunities through wood waste recycling to exploit the escalating avenue of renewable energy in the form of biofuel.

Question 5

I will best introduce my management team and skills set to my client by first drawing attention with a thought-provoking Value Hypothesis. This approach will offer the client a directional sense of the commercial value solutions offered by the team, thus establishing internal team expertise and industry prowess. This approach will sufficiently spark the client's interest to continue a meaningful discussion and get consent to develop the value hypothesis into a credible business case. Similarly, I would introduce my team and their skill set by building and presenting a credible and transparent business case to the client, aiming to gain unwavering trust. I would also introduce the teams' skills to the client through webinars and videos posted on social media platforms as part of the advertisement material. I will also introduce the management team by inviting the client to come in person and see how the team operates.

Question 6

The first way that I would deal with intra team communication challenges is through leveraging the correct technology because teams that can adjust rapidly to new difficulties can be more productive. Therefore, the correct collaboration tools can help improve team communication and client significantly. Secondly, I would work towards improving processes

within teams. Once the organization has the necessary technology tools, it is important to concentrate on organizational practices that promote increased communication. Lastly, I would ensure that people work together since connecting individuals is at the heart of effective intra-team communication. While technological tools are an important component, and successful processes may set a strong example that influences company culture, how well communication translates into improved business outcomes will be determined by daily interactions between workers and clients. Therefore, I will encourage one-on-one meetings between the client and the team, which are beneficial for sharing feedback and ensuring that everyone is on the same page.

References

Baker, R. (2017). Problem-Solving. In *Agile UX Storytelling* (Pp. 107-116). Apress, Berkeley, CA.

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