

ORG

by Ziggy Sam

Submission date: 07-Aug-2021 07:59AM (UTC-0400)

Submission ID: 1628729144

File name: orga.D.docx (23.93K)

Word count: 1573

Character count: 8287

ORGANIZATION DESIGN AND MANAGEMENT

Student's name

Student's number

Institution

INDIVIDUAL ASSIGNMENT MN 202- AUTUMN EXAMINATION

Part 1**Investor****Strengths**

The business project is expected to have a beneficial effect on the company; this is because of the opportunity that the project managers have identified in the market gap; this has resulted in adherence to the regulations that have been set on the control of the pandemic. The app to be used, Food2U, will be used for delivery services; this will create more revenue for the company despite the prevailing economic challenges in the market. This will result in gaining a significant market share that will make the company dominate in supplying food to other retailers. The company intends to provide a range of products to various supermarkets; this will give the customers a chance to determine the type of goods to be bought, thus making the entity successful in its operations. A collaboration with an extensive range of supermarkets in the geographical area will establish subsidiaries that will be used to supply the goods effectively.

In the company's mission, it has stated that they aim to be fast and reliable in the provision of delivery services. This creates confidence in the firm's customers that will be beneficial in building customer loyalty, and this customer base foundation will be effective in helping the company to grow successfully. The project more emphasis on the customer as their main stakeholders in this idea they aim at bringing convenience in the access of the food products to the customer quickly. This strategy is vital because they will have customer referrals after enjoying the convenience that has brought the companies the new idea of using the app to increase comfort in delivery services to the customers they are selling to their products.

The human resource plan of the project is a simple structure where the top management will be involved in setting organizational strategies and giving directions to the subordinate employees (Goodin, and Davis, et al 2018, P 14) . They are responsible for executing their duties in appropriate conduct that will align with the overall corporate goal of the firm. In their staff, they have diversity where some of the employees will experience overlap in their roles, which will increase labor output. The company has emphasized the technology aspects; this is profitable to the company because of the changing dynamics in the markets that can lead to company failure when they are not investing in the current technology. Technology obsolescence in the firm has been addressed by aligning the company goals with the technology; this will make it easy to earn profit due to delivery services given to the customers.

A vertical technology implemented in the firm will result in an efficient flow of information to all stakeholders in the organization. With a vertical communication structure, there will be fast problem solutions in the firms. There is accountability in the firm where each individual knows what is expected from them in task accomplishment. A vertical structure of communication aims at quickly attaining organizational goals and operative goals in the firm. The information system to be adapted in the firm will allow for easy access to the reports on the decisions made in the firm daily. A well-established feedback system will provide a platform for the customers to raise concerns about what is expected for the company's services to be more effective. The customers will be expanding their issues of concern to the management to make the desired changes to improve the quality of services. The standards of performance set are beneficial to the company because this will motivate the employee to work hard to reach the set targets.

The project has an excellent environmental domain because as they are entering this field. They have no competitors who have implemented this app; this will easily influence the customers. Thus, opting for the app due to convenience; will lead to more market share because of the large number of customers. The company aims to invest only in the market segment of people interested in their services rather than wasting more resources in areas where they are not earning profits. There are dynamics in the technology in the environment, but the firm is interested in keeping an updated technology to remain relevant in the markets (Chae, et al, 2018, p. 55). And they have an aim of making sure that the app is customer-friendly, thus creating more convenience in using the services.

Weakness

The company dependence on the resource from the store of the stores in the region might lead to inconvenience when there is a breakdown experienced in the stores' supply chain, which will affect the customer satisfaction of their orders when it falls out of stock. Environmental uncertainty may be a weakness to the firm; this is because of the economic downturn due to complexity, which may adversely affect the company's success. The firm should develop a flexible organizational structure that can easily change and flex to the environmental changes. The organization design will be required to be changed that will force additional positions that will increase the firm's expenses on the salaries that will be paid to the new employees. The collaborative norm the company is to adapt with other retailers is beneficial to increase their customers' access to services and products as outlined in the company mission and vision statements structured to align the investor's goal.

The specialist approach to be adopted by the firm that will make contracts with other entities may lead to inefficiency in company growth and success; this is due to uncertainties of

the actions that may be made by their partners that may affect the company. The resource dependence can lead to failure if there are no good strategies that have been laid that will help coordinate the activities of the various stakeholders in the market. The company is also offering a narrow range of products; despite their specialization, they can have competition from other firms utilizing an extensive range of products where the customer has a choice on the available products rather than only one product in the market.

Part two

Employee

The firm's organizational structure is effective in administration, which will lead to coordination and collaboration of the employees and the senior management staff. The company's organization chart displays a hierarchal authority that shows different positions that the employee will hold. It also illustrates who reports to whom this is beneficial because supervision will be easily implemented in the organization to help the seniors identify training needs and development that the employees may require to achieve higher results (Rhee, et al, 2019, p 57). The structure also minimizes role overlap because each person has been given the task they are to accomplish and the boss in each department in the firm. The managers in the departments have the role of taking formal reports from the junior staff necessary for evaluating the firm's success and growth in its operations. The managers are there to ensure the norms and values of the company are upheld effectively.

The managers will establish effective communication systems that will be utilized in passing critical information of the company; through this, there will be coordination among the departments; this is beneficial to the company because they are working to achieve overall

organizational goals (Wang, et al 2018, p 674) . The grouping of employees with similar knowledge and functions is advantageous to the company because this will build teamwork among the employees. This will increase the probability of generating new ideas that are to be used to add value to the company, thus creating a positive work culture in the firm. With the functional organizational design, the firm will lead employees to develop employee loyalty to their departments, increasing the level of output in the organization (Scheefhals, and MacGillavry, 2018, p 84). Due to the clear path set by the vertical structure, the employees have an avenue for growth; this will create cooperation among the employees. With a functional design, there is a learning environment made for the employees in the firm because they are taught the responsibilities they are expected to take in their positions.

Some of the problems associated with the design are that the employees get bored quickly because they are used to the same task on several occasions. In case promotion to other departments is not done effectively, this may discourage some employees. Some of the managers are only interested in the welfare of their departments and may lead to barriers to coordination with other departments. The issue can lead to communication issues that will hinder the proper coordination of activities. Due to rigidity in the structure, this may pose a challenge in innovation and flexibility in the firms.

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FINAL GRADE

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GENERAL COMMENTS

Instructor

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