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The world of business is on another level and requires an upgrade on the information required to run the already existing businesses. Systems of educations have misled many since there are no guts to help students have the ability to start their own business. However, they are looking forward to getting jobs that get them a fair remuneration. Creativity is a rare opportunity for them. In this regard, the world is experiencing a problem in human resources and management of companies. Moreover, companies starting lately have a deficiency in recruitment and selection of employees thus collapsing a few months from the time they are started. The problem being experienced is lack of knowledge and money literature which could propel them further to do marvellous startups.

I want to start a service-based company and its business model would be more of training the already existing company's staff in a company to progress even further. Training how to recruit and select, relations, and ethics at work would play a vital role to ensure that they made the output from the company they already started (Bilan et al., 2020). The employer would not feel at any point at a loss since continuous streamlining of the staff makes the company maintain consistency in making profits. Being a world company and running for three years, the audience would significantly help and make business stable for a better experience while working.

The Goal of the Company

The company's goal would be teaching and following up with companies to ensure that they have a constant generation of income with improved relations among the employees. The genesis of a business and its improvement in making profits and good relations among the employees. Creating a brand that keeps them in the market would be my company goal so that businesses across the world would have another touch. Since the company will offer services,

there will be many expenses on having the stock to kick off the business. The business would be an excellent example of a small company that only requires the mind to make money as I will have a good team that portrays teamwork based on strategic recruitment and selection to work (Bilan et al., 2020). The company's ultimate goal would be to involve the mind to have entered into the world's economy without huge money requirement, which could hinder many people from being in business. Entrepreneurship will be the company's primary goal, thus creating room for more wealth in the world of business.

Goods and Services

Services will be the main commodity in our market. We will target our segmented market to have an assurance and projection about how many clients we put on board to create a better expression. Recruitment and selection strategies will be one of our primary concerns during selection. A company makes the worst of the best decision that brings the success or downfall of a company. When our clients are well-advised about who to bring on board, they will be assured of success and constant flow of profits. This service's importance will be an added advantage to developing the culture or tradition of a particular company. My observation and guts to start this company are through observations in the business world and traditional recruitment methods, thus having the wrong task force to be a better position. For instance, companies with a name in the world have their recruitment and selection reviewed to ensure they remain giants in the world's economy. Google is one of those companies with impeccable features in the recruitment and selection of new employees (Nikolaou, 2021). They majorly employ based on the candidates' talents and innovativeness.

Human resource management would be the other service that my company will major in to streamline accountability in the same business. The traditional way of manning employees

should be eradicated in the business systems of the world. The current generation of workers does not work well under less freedom. They love to feel that they are part of the job and own it without difficulties. Many companies in the world are limited to making decisions on how they would motivate their workers to have better production at their workplaces. For instance, the big companies that yield a reasonable lump sum of profits are not limited to having demotivated workforce. Also, letting the managers know that they should create a conducive environment for the employees not to feel like they are in slavery would make the best image for production. Freedom for the employees, incentives after working, and allowing them to feel motivated would make progress and improve the world's economy. HR management training and follow-up on how the company proceeds will give us a unique value proposition to deliver our goal.

Objectives for the Success of the Business

The company will have conspicuous objectives which are in line to grow the world's economy in the right way. However, the business's specific objectives would be to promote production by fostering better working conditions for workers. Another objective would be to enhance the accountability and responsibility of workers in the world. The final objective for the company's success would be the creation of a tradition that embraces success from the first day at work.

Promoting Production by Fostering Better Working Conditions

When an employee has an excellent environment to carry out their daily activities, they become more productive and feel at their best workplace. In this regard, the workers would not be weighed by how long they stay at their work station or report daily at work but their production. Goal-setting, in this case, would be the primary tool of the trade that gives a direction and destiny of an employee. The company will also encourage the use of a specific

time to crosscheck the target to show whether they are working or not. The objective would deliver the promise to end slavery and have employees own up what is presented to them as a job.

Enhancing Accountability and Responsibility

Most workers in an institution fail to follow up on duties they are given to the latter. However, the world has neglected the value of being accountable has gone down. The high rate of supervision in many businesses has hindered a business's growth, thus a wrong observation. Responsibility and accountability initiate teamwork, thus bringing better results in a company, unlike a company that does not care.

Creation of A Tradition Or A Culture

A culture that is tailored to make progress has the advantage of bearing fruits that favours the company's owner. A tradition is usually set while selecting and recruiting new workers in an institution or a company. If the employer sets a pace of not becoming severe with their work, it remains the same without changing much for the rest of their working days. However, setting the correct values and allowing employees to make a better impression while working all go like that to the end. My company will have the same focus to ensure that services offered remain relevant and of quality at the place of work.

The Drivers of the Business and Why

The service industry has an advantage since there are no stocks stocked for the company to exist. However, strategy and having a grasp of what the customers want is a better way to create a competitive market that could yield them success. For my business to thrive, I have identified an existing problem that requires an urgent solution from global entrepreneurs. The

contemporary world has demanded a generation that is exposed to traditional ways of doing things and not discerning that new ways that work better have erupted from the same.

The use of technology is one of the drivers that will enable my company to reach more audiences through Facebook and YouTube. The world has embraced technology and they love watching videos than reading. Bridging the gap from our end will be to read books and look for new knowledge, internalize, improve and make a better presentation in a way the companies can understand. Using that strategy, we will reach our audience online and in contact (Huang et al., 2020). Also, online meetings have become the new norm after the eruption of a pandemic made it easier for people to have virtual meetings and appointments without having to travel from one continent to the other. Another driver is that many companies have a deficiency of training and have them impacted in a modern way.

The industry also has a drive-in that there are no significant requirements but the knowledge that is the critical commodity that acquisition has many sources globally. The fact that service delivery in training and follow-up of the human resource departments for companies is a unique commodity would make the business work for us. My drivers in this industry are the use of technology and the application of new skills is rare to people because many employers and employers do not love reading. On the other hand, having them presented online will reach many youths struggling to raise their companies to the right bar. Most young entrepreneurs will be captured on social media and thus put on their toes to perfection.

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