

UNIT 15: MANAGING BUSINESS ACTIVITIES TO ACHIEVE RESULTS



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» UNIT 15: MANAGING BUSINESS ACTIVITIES TO ACHIEVE RESULTS



LO1: UNDERSTAND THE IMPORTANCE OF BUSINESS PROCESSES IN DELIVERING OUTCOMES BASED UPON BUSINESS GOALS AND OBJECTIVES.





»THE BASIC SYLLABUS

1. Understand the importance of business processes in delivering outcomes based upon business goals and objectives.
2. Be able to develop plans for own area of responsibility to implement operational plans.
3. Be able to monitor appropriate systems to improve organisational performance.
4. Be able to manage health and safety in the workplace.





» LEARNING OBJECTIVES

- » Understand the importance of business processes in delivering outcomes based upon business goals and objectives.



- » At the end of the class the students should be able to:
- » Be able to develop plans for own area of responsibility to implement operational plans





»OVERVIEW

»The geographical area associated with a manager who has authority to plan and conduct operations.





» INTERNAL AND EXTERNAL CUSTOMERS

- » While **internal customers** may not necessarily purchase the products or services offered by their employer, the internal customer relationship also plays a key role in the business's success. In the sales example, the salesperson who does not work well with customer service may have greater difficulty placing orders or obtaining answers to his external clients' questions, resulting in a poor level of service. Strained internal relationships can also adversely affect company morale.





» INTERNAL AND EXTERNAL » CUSTOMERS

» **External customers** are essential to the success of any business, as they provide the revenue stream through their purchases that the enterprise needs to survive. Satisfied external customers often make repeat purchases as well as refer your business to other people they know. A customer who suffers through a negative experience with a business, such as being treated rudely by an employee, can also hinder a business by dissuading others from patronizing it.





» **CUSTOMER ORIENTATION**

- » It is an approach to the business where all the key decisions are centered around customer needs and satisfaction. In simple terms, it is the customer-centric business. This model focuses on establishing strong relationships between the consumers and the producers by designing the products after a detailed understanding of the consumer needs and expectations. In the past, business attention used to revolve around the products and services of a company or in other words business was product-centric.





» MARKET RESEARCH

» The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face .





- » Market research involves two types of data:
 - » Primary information. This is research you compile yourself or hire someone to gather for you.
 - » Secondary information. This type of research is already compiled and organized for you. Examples of secondary information include reports and studies by government agencies, trade associations or other businesses within your industry. Most of the research you gather will most likely be secondary.





» PRODUCT DEVELOPMENT

» Product development is the process of designing, creating and marketing new products or services to benefit customers. Sometimes referred to as new product development, the discipline is focused on developing systematic methods for guiding all the processes involved in getting a new product to market.





» PRODUCT DEVELOPMENT

» Product development involves either improving an existing product or its presentation, or developing a new product to target a particular market segment or segments. Consistent product development is a necessity for companies striving to keep up with changes and trends in the marketplace to ensure their future profitability and success.





» PRODUCT DEVELOPMENT

» A competitive product development strategy should include a company-wide commitment to creating items that fulfill particular consumer needs or characteristics. These characteristics might include consumers' desire for the following: products that are high-quality or low-cost; products that provide the consumer with speed or flexibility; or products that offer some other form of differentiation that posits them a desirable purchase.





» PRINCIPLES AND METHODS OF SHORT » TO MEDIUM TERM PLANNING

» Making business plans is an important step in growing and expanding your business. Rather than making the plan to earn millions within the next five years, make solid and detailed plans that are realistic with various goals as milestones. These plans should include short-term, medium-term and long-term plans to keep your business growing and advancing on the market.





» PRINCIPLES AND METHODS OF SHORT » TO MEDIUM TERM PLANNING

» Medium-Term Planning

- » Medium-term planning refers to the plans that may take anywhere from a year to five years to implement and complete. Examples of medium-term planning include increasing the income from the products sold, increasing the product line with 10 new products over a five-year period, letting third-party manufacturers go to build products on company plant and stabilizing the net worth of the business by gaining more assets and paying liabilities.





» PRINCIPLES AND METHODS OF » SHORT TO MEDIUM TERM PLANNING

» Short-Term Planning

» Short-term planning addresses goals that can be obtained within a short period of time. Short-term usually refers to anything that can be done within a week, such as getting a website up for the company, to a year, like expanding the customer base by 50 percent. Other short-term plans include selling a certain amount of products each day, publishing a newsletter on a monthly basis and hiring new employees for marketing.





» DESIGNING PLANS

- » Planning is a formalization of what is intended to happen at some time in the future. But a plan does not guarantee that an event will actually happen.
- » Customers change their minds about what they want and when they want it. Suppliers may not always deliver on time, machines may fail, or staff may be absent through illness.





» DESIGNING PLANS

- » Many businesses develop strategic planning within a short-term, medium-term and long-term framework. Short-term usually involves processes that show results within a year. Companies aim medium-term plans at results that take several years to achieve. Long-term plans include the overall goals of the company set four or five years in the future and usually are based on reaching the medium-term targets. Planning in this way helps you complete short-term tasks while keeping longer-term goals in mind.





» REVIEW QUESTIONS

Jamaica Paints Ltd. have been operating in Jamaica for the past 10 years, at their last Board of Directors retreat it was reported that profits have been declining consistently over the past three (3) years. A sub committee of the Board has been appointed to review the operations of the company.

The areas of responsibility that needs to be included in the plan to return the organisation to profitability are:-

- Internal and External Customers.
- Customer Orientation
- Market Research
- Product Development
- Short-to-Medium – Term Planning





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