

Start here. ESEM101

2012 HSC - Business Studies
Band 3/4
Sample 1 Question 25

➤ TITLE: Sunshine Fruit Juices

Name: _____

Re: Complaints from the public on faulty ~~product~~ and products ~~at~~ and misleading information.

Executive Summary

Sunshine Fruit Juices has experienced a downturn in their business as complaints have been made by the customers that there are misleading labels of the juice boxes and faulty product which has also increased industrial disputes between employees. ~~Strategies are recommended~~ Human resources and operations strategies are presented in order to achieve ultimate business success.

and operations

1. Human resourceⁿ Strategies: Employment

Sunshine fruit juices have expanded their factory to large supply chains overseas and therefore must ~~employ~~ employ more people due to the large expansion of their business. With 100 employees the business struggles to respond to the ~~at~~ large amounts of work needing to be done. by using these ~~recommended~~ human resource strategies ^{it} ~~the business~~ can focus on all areas of its business and have the handling of the products completed properly with correct labels. Also ~~person~~

1.1. Performance checks

It is essential for this business to have performance checks and maintenance of the bottles before they have been distributed. The business must implement a performance checklist before they have been distributed to check for correct labelling, ^{and} damage in bottles etc. The business can also ~~have~~ recommend expanding their company overseas in order to not distribute the juices and have them produced in Asia and North America which can also benefit them by saving them the expenses of transportation.

1.2. Mediation and Arbitration

Due to the business experiencing an increase in industrial disputes due to demand in higher wages and accidents these issues must be dealt with effectively in order to limit this from recurring and taking mediation, conciliation and arbitration as a form of taking care of the issue and ~~the~~ minimising it from occurring again. The ACC ^{and unions} deals with the issues of workplace incidents and demand for higher wages, this also comes under the Consumer Commission Act 2011. By using these recommendations it can improve its business performance.

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3. Technological advances

With the use of rapid technology growing the business can implement and buy machines in order to electronically place labels on the juice bottles and save time as it is more efficient, effective and financially benefits the business.

summary -

B Sunshine fruit juice can improve its business performance by implementing ^{recommendation} these ~~these~~ strategies such as Technological advances, mediation and arbitration, performance checks and employment to further benefit its business. By implementing these recommendations 'Sunshine Fruit Juice' will lead to ultimate business success, maximise profits, remove ^{and include} conflict ^{disputes} between employees and employers and ensure the further expansion and resolution for their business.

From: _____

Date: 25-10-12

← Tick this box if you have continued this answer in another writing booklet.