Start here.

**Title:** Sunshine Fruit Juices

**Name:**

Re: Complaints from the public on faulty product 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 on the juice boxes and faulty product which has also increased industrial disputes between employees. Strategies are recommended in order to achieve ultimate business success.

1. **Human Resource Strategies: Employment**

Sunshine Fruit Juices have expanded their factory to large supply chains overseas and therefore must employ more people due to the large expansion of their business. With 100 employees the business struggles to respond to the large amounts of work needing to be done. By using these human resource strategies, the business can focus on all areas of its business and have the handling of its products completed properly with correct labels.
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 think recommended recommend expanding their company overseas in order to no-distribute the juices and have them produced in Asia and North America which can also benefit them by saving them $ale expenses of transportation.

1.2. Mediation and Arbitration

Due to the business experiencing an increase in industrial disputes due to demand for 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 minimising it from occurring again. The ACCC deals with the issues of workplace incidents and demand for higher wages, thus also comes under the Consumer Commission Act 2011. By using these recommendations it can improve its business performance.
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:

Sunshine Fruit juice can improve its business performance by implementing these three 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 conflict between employees and employers and ensure the further expansion and resolution for their business.

From:

Date: 25/10/12