Executive Summary:

The purpose of this report is to provide possible strategies for human resources and operations that the firm could implement to improve its business performance and address an industrial dispute. An analysis of Qantas will be made through this report demonstrating successful strategies and experiences.

Sunshine Fruit Juices employs 100 people in its factories to supply Juice to large supermarket chains. A strategy that this business can implement include the acquisition of more employers to distribute the workload and production. This will reduce stress and pressure that may account for their mistakes such as damaged bottles. Furthermore, this may bring ease and satisfaction to workers with better communication and a realistic completion of workload. As evident in Qantas Airlines, workers and employees that don't have work overload tend to complete their task diligently and provide excellent customer service. This is reflected in the staff turnover percentage of 6% short of the previous year. Thus consequently contribute to an improvement in business performance on a global scale. This is one strategy Sunshine Fruit Juices can employ to reduce the poor quality products and improve consumer satisfaction.
Another powerful strategy Sunshine Fruit Juices include is scanning and learning to review the best possible method/practice and implement it into its operations. This strategy allows for the business to change its orientation that isn’t working and apply strategies used by their competitor that is deemed successful. This may include changes to office layout and outsourcing their facilities and functions. As a result, the business can improve its business performance and produce best working practice.

Providing intrinsic and performance appraisal is a widely used effective strategy that Sunshine Fruit Juices is strongly recommended to be implemented. By reviewing their performance on tasks they complete on database then rewarding the workers. This a motivational tool to praise and reward them for their effort. Workers feel they are recognised, respected and valued for. This will significantly improve moral and workers satisfaction. Their satisfaction will reflect on their effectiveness and productivity whilst reducing room for error. Thus, their will be less complains and a chance for improvement in sales. Business profitability increases with less disputes and this will ultimately display an improvement in business performance.
Aside from performance rewards, improving employees’ wages and payment will increase morale for the workplace and reduce industrial disputes. Furthermore, more tasks will be completed which stop the delay of operations. The smaller number of mistakes, the business can save its cost expenses and cost of materials. Therefore, the funds saved instead of replacing damages can be utilised in other areas of business operation such as expansion to Asia and North America. Outsourcing these operations will allow cheap transport and easier access to the supermarkets. Not only will it significantly improve its market share it will sustain the performance and survivability of the business in the long term. Especially implementing new strategic goals and altering its operation.

Overall, these recommended strategies is vital for the success of Sunshine Fruit Juice and to maintain a healthy relationship with its workforce whilst improving performance of the business. These strategies needs to be considered and developed for business to receive a greater market share and competitor in the global market. This report is an example that need to be thoroughly and used through the business.

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