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2012 HSC - Business Studies  
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Sample 1 Question 25

## 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 disputes/issues. Reference to <sup>an a Sunshine Fruit Juice</sup> 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 employees 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 will better communication and a realistic completion of workload. As evident in Qantas Airlines, workers and employees that doesn't <sup>have</sup> work overload tend to complete task diligently and provide excellent customer service. This is reflecting on <sup>the</sup> staff ~~turnover~~ 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 Juice can employ to reduce the poor quality products and improve consumer satisfaction.

Another powerful strategy Sunshine Fruit Juice include scanning and learning to review the best practice method/practise 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 deem successful. This may include changes to office layout and outsourcing ~~new~~ facilities and functions. As a result, the business can improve its business performance and produce best working practise.

Providing instrinsic and performance appraisal is a widely use effective strategy that Sunshine Fruit Juices is strongly recommended to be implement. By reviewing their performanu on tasks they complete on databases then rewarding the workers. This a motivational tool to praise and reward them for their effect. ~~and~~ Workers feel they are recognised, respected and valued for. This will significantly improve moral and workers satisfactions. Their satisfactions will reflect on their effectiveness and ~~product~~ productivity whilst reducing room for error. Thus, there will be less complains and a chance for improvement in sales ~~and~~ Business profitability increases with less disputes and this will ultimately display an improvement in business performance.

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Aside from performance rewards, improving employees wages ~~and~~ ~~to~~ and payment will increase ~~and~~ the workplace and reduce industrial disputes. Furthermore, more tasks will be completed ~~and~~ 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 <sup>a strong</sup> competitor in the global market. This report is an <sup>excellent</sup> sample that <sup>needs to be</sup> read thoroughly and used through the business.

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

