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SUNSHINE FRUIT JUICES

2012 HSC - Business Studies
Band 4/5
Sample 2 Question 25

⊖ MANAGEMENT REPORT

⊖ In light of operational and human resource issues

Executive Summary

⊖ Sunshine fruit juices is currently experiencing turmoil in regards to their operational and human resource strategies. This is manifesting in areas such as customer relations, supply chain management and human resource management and employee relations. Due to the nature of these issues, a report has been commissioned to recommend possible strategies that can be embraced to reduce the impact of these issues on the business.

⊖ Operational Strategies

⊖ Supply chain management

⊖ logistics

⊖ e-commerce

⊖ global sourcing

⊖ Global factors

⊖ global sourcing

⊖ economies of scale

⊖ scanning and learning

⊖ research and development

Operational strategies

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- ⇒ Supply chain management relates to the of distribution of goods and receiving of raw materials. Effective supply chain management contributes to the quality of a product and ensuring customer satisfaction. The key elements of supply chain management are logistics, e-commerce and global sourcing.
- ⇒ logistics relates to the process of stocktake and quality assurance. Sunshine Fruit Juices can effectively implement successful logistics procedures through the ~~of~~ creation of quality management processes, such as constant quality checks and total quality management structures. The use of these strategies will impact the quality of production of the product, and increase customer satisfaction.
- ⇒ E-commerce is another aspect of supply chain management, and involves any financial transaction with relation to the supply chain. Use of e-commerce by Sunshine Fruit Juices in their ~~relations~~ transactions with global contacts could improve relations throughout the supply chain.
- ⇒ Global sourcing relates to any global impact of

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the supply chain. In regard to ^{Sunshine Fruit} juices, Global sourcing involves the ^{interaction} the company has with global business, for example, shipping and transport companies. Sunshine fruit juices requires their product to be shipped overseas, which would require interaction with a shipping company. As many of the complaints regarding product have suggested damage, the shipping company could be at fault, due to insufficient care. Therefore, replacing this company with a different service could provide a better outcome.

⊖ Global factors

Global factors, such as global sourcing, economies of scale, streaming and learning and research and development are all areas vital to the improvement of Sunshine fruit juices. Embracing the necessity of these factors can contribute to the development of newer, more effective products, improved customer relations and a greater understanding of market needs.



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



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⊖ Human Resource strategies

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⊖ Dispute resolution

⊖ Conciliation, mediation, arbitration

⊖ government / union action.

⊖ HR management & employment relations

⊖ leadership style

⊖ work place satisfaction

⊖ Worker benefits

Human Resource strategies relate to any strategies embraced by a business that affects the nature of employment within a company. This could relate to leadership style or employee action and dispute resolution.

⊖ Dispute resolution must be embraced by Sunshine Fruit Juices, to reduce the impact employee dissatisfaction will have on the overall profitability of the business. Some possible types of resolution that could be chosen are Conciliation, Mediation and arbitration. Each of these is a type of employee/employer dispute resolution, and can contribute to the smooth operations of a business. In the case of Sunshine Fruit Juices, an effective choice of resolution would be conciliation, as it involves a basic settling between employee and employer, and

is not legally binding. some possible demands could be increased wages and safer workplaces.

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⊖ Government/union action is also a possible outcome, and must be considered by Sunshine Fruit Juices.

Human Resource management & employee relations

⊖ Leadership style could be an influence on the current disputes of employees, and could require change. For example, if an Authoritarian leadership style is currently in use, it may be beneficial to adopt a more democratic style.

⊖ Worker benefits could may also impact the improvement of business performance, as employees may be more willing to work under greater benefits, such as medical insurance, worker compensation, maternity leave or extended holiday periods.

Conclusion

Sunshine Fruit Juices, while encountering a period

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