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2012 HSC - Business Studies

Band 5/6

Sample 1 Question 25

To the business owners of Sunshine Fruit Juices:

1. Executive summary

This report is aimed at resolving issues arisen in the operations ~~and~~ and human resource functions of Sunshine Fruit Juice. Recommended strategies are detailed to overcome issues; Quality controls and quality assurance to maintain product quality and grievance procedures to effectively resolve industrial disputes as they arise. These ~~strategies~~ strategies should be implemented and reviewed to ensure efficient and effective business performance.

2. Situational analysis

Sunshine Fruit Juices currently has a strong employee workforce of 100 people in its factory located in Queensland. It ^{has} successfully expanded its consumer base through its exporting strategy to large supermarket chains in Asia and

North America. The business is currently underperforming due to a number of factors affecting their operations and human resource functions of the business such as product quality issues and increase of industrial disputes.

3. Business Objectives

3.1 Operations objectives

- Improving product quality - issues have arisen in regards to damaged products and incorrect labelling.

3.2 Human resource Objectives.

- ~~Effectively~~ Effectively managing dispute resolution - increased number of workplace disputes have resulted in workplace accidents and demands from employees for higher wages.

4. Strategies for achieving objectives.

4.1 Operations strategies

- Quality controls - In order to strengthen customer loyalty ~~with~~ with the product, Sunshine Fruit

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Juices must ensure product quality is maintained throughout ^{the} production process. Quality controls are involved with:

- Carrying out inspections at various production levels to ensure that juice packaging / bottling is not damaged and has correct labelling.
- Develop a benchmarked level of quality that can be used to maintain the product's quality in the future.
- Quality assurance (QA) - This strategy enables Sunshine Fruit Juice to identify a clear level of acceptable quality of their juice product by following a system of set quality standards. International quality standards such as the ISO 9000 are critical ~~guidelines~~ guidelines for a business who operates globally and will enable Sunshine Fruit Juice to sustain a standard quality level throughout



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their ~~export operations~~ export operations to Asia and North America.

4.2 Human resource strategies.

- Grievance procedures - As Sunshine Fruit Juices is struggling with ~~industrial dispute~~ industrial dispute and failure to successfully resolve it, grievance procedures are an effective strategy to define a clear process of handling a dispute if it arises. These are embedded in an employee's award or an agreement document. An appropriate ~~grievance~~ grievance procedure process would be:

Negotiation : Discussion between disputing employee and employer in an attempt to reach an agreement.

If remain unsolved



Mediation : A formal discussion with the prescence of a neutral third party to aid in both parties reaching an agreement.

Involvement of court / tribunal if still
unsolved.

conciliation: Confidential discussion with an elected representative of Fair Work Australia to hear both sides of the dispute and present possible strategies to resolve the issue.

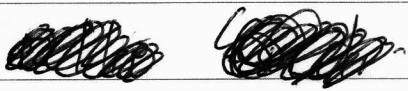
If remain unsolved

Arbitration: A panel of members will hear both sides of the dispute and resolve it by making a legally binding decision. The dispute will now be legally resolved and an order will detail instructions laid out by the tribunal

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5. Conclusion

Sunshine Fruit Juices should utilise these strategies listed to overcome issues that have risen in the business. Human resource strategy of grievance procedures will enable the business to effectively handle areas of dispute, whilst operations strategies of quality control and quality assurance should be implemented to control the quality of Sunshine Fruit Juice's product and sustain customer loyalty in its exported regions. The objectives clearly identify the areas in which the strategies aim to improve.



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