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Executive Summary

The focus of this report is to recommend strategies which can be undertaken by the HR department & the Operations Department to improve the performance of Sunshine Fruit Juice. The problems which will be talked about are:

- * Quality of the product
- * Workplace disputes

Both of which are threatening to damage & negate the success of the Fruit Juice producer.

Operations Strategies.

Sunshine Fruit Juice must use various Operational strategies to improve the quality of their output. A failure to ~~is~~ maintain high standards of quality will lead to the business failing to gain consumer confidence & reliability. Strategies for improving quality are Quality Control & Assurance both of which will be explained below. The supply chain management of the company must also be improved to ensure goods are not damaged.

Quality Control & Assurance.

~~Quality Control is a strategy which involves the checking of goods & services at certain times of the production process.~~ Quality control involves monitoring the Good at different stages of the production process, & if damage ~~is~~ to the good is evident, remove it from the assembly line, repair it & continue the process. This method of quality judgement will ~~not~~ benefit Sunrise Fruit Juice, as there will be a reduced ~~accuracy~~

of wrongly labelled bottles & damaged products.

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However the ~~the~~ Quality Assurance strategy will be most beneficial to Sunrise Fruit Juices. The business when using Quality Assurance only checks the final product & if it is damaged will dispose of it. This strategy will improve the business performance as the quality of the ~~good~~ juice is guaranteed & it is much more time efficient than the Control strategy.

~~Supply Chain Management~~ Supply Chain Management

The supply chain management of Sunrise Fruit Juices must be improved in particular the logistics aspect. The damaged goods may be result of bad transportation methods & organisation. ~~The to~~

The logistics of the business is the way the goods are transported from the company to the large supermarket chains. ^{Sunrise} ~~in Asia~~ Fruit juices must consider their planning of transport methods to ensure goods are not damaged whilst being exported.

Outsourcing

☒ Sunshine Fruit juices also has the option to outsource the production process to the country of sale. Instead of having one operation location in ~~the~~ & ~~new~~ island the company can outsource & expand into

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Asia & North America. ~~Outsourcing~~ This expansion will lead to reduced costs due to the ~~to~~ cheap labour of ~~Asia~~ North American countries, thus boosting the performance. Outsourcing operations process will also reduce the risk of damaged goods as specialised labour is less likely to make such mistakes.

Human Resource Strategies

Sunshine Fruit Juices has experienced increased industrial disputes as well as accidents & wage arguments in recent times. These disputes may be reason of bad human resource management. The company must consider providing Rewards & making the dispute Resolution process easy for employees.

Rewards:

By providing rewards, both Monetary & Non Monetary the satisfaction of staff at Sunshine Fruit Juices will increase. Providing adequate rewards will improve the Employment relations as employees will feel appreciated for their work. Rewards in the form of non monetary benefits such as Flexible working ~~hours~~ hours will significantly reduce absenteeism & accidents at the Queensland factory.

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



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Dispute Resolution Process

The implementation of a structured dispute resolution process is vital for a business to effectively handle workplace disputes. Sunshine Fruit Juices increased dispute cases indicate that management must negotiate with their staff about the problems they are facing.

An upward negotiation process will resolve disputes & strengthen the relationship between employees & employers. This will lead to reduced accidents as well as increased productivity, making the business more stronger.

Conclusion

Sunshine fruit Juices must drastically improve their operations & Human Resource strategies to improve the performance of the business. By applying strategies ~~like~~ such as those recommended above the business will see a significant increase in quality of output, & a happier workplace.