

Organizational plan for dr. mcdougalls right food asian entres



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Organizational Plan For Dr. McDougall's Right Food Asian Entrée Dr.

McDougall's Right Food Asian Entrée In every organization, a group of qualified personnel who form the structural managerial framework of the company is called the management team. As defined in QFinance (2009), a management team is composed of " the managers and executives at the highest level of an organization. A management team includes the board of directors. A management team has responsibility for corporate governance, corporate strategy, and the interests of all the organizations stakeholders" (par. 1). For Dr. McDougall's Right Food, organizational plan that clearly identified the composition of the management team with the corresponding talents or skills of each team member would be enumerated. Further, a McKinsey 7-S Assessment would be applied, as required.

Management Team

For Dr. McDougall's Right Food, the management team is comprised of the founder, Dr. John McDougall as chairman of the board of directors; Karen Alden, the CEO and board member; a Vice President and Operations Manager with expertise in natural foods production; a Finance Manager who takes care of accounting and finance; and a Human Resources Manager who takes care the administrative and personnel resources' needs for the organization. All of the management team are members of the board of directors.

The success of the team lies with Karen Alden, reported to have extensive expertise in the areas of strategic planning and marketing (Full Circle Fund, 2011, par. 1). Under the governance of Dr. John McDougall, known as an expert in healthy eating, his qualifications, as noted are " one of the founders of natural, or organic, wellness and is a board-certified internist. He

is also a best-selling author who has been writing about the effects and <https://assignbuster.com/organizational-plan-for-dr-mcdougalls-right-food-asian-entres/>

benefits of good nutrition to health” (Grocery. com, N. D., par. 2). The rest of the team address production, finance and human resources requirements, as needed.

McKinsey 7S Model

The elements of the McKinsey 7S model are: strategy, structure, systems, shared values, style, staff, and skills (Mind Tools, 2011). Applying this model in Dr. McDougall’s Right Foods Asian Entrée, the following are revealed:

Strategy: To produce and market Asian Entrees entirely on all natural ingredients to be targeted to health conscious people who are always on the go. Despite its premium price strategy, an extensive promotional campaign would assist to enhance product awareness to consumers and therefore, it would be available in all major supermarkets and groceries.

Structure: The management team is structured as a lean and flat structure with limited members focused on well defined functions and responsibilities, as enumerated above. As senior management, they have decision-making abilities at their own fields of expertise with due reporting to the founder and Chairman of the Board.

Systems: The main system is the production of natural foods headed by the VP and Operations Manager. However, parallel in function and responsibilities are the Finance and Human Resources Manager. The Finance manager, who handles accounting and costs is in charge of control in terms of financial resources. Personnel competencies, staffing and qualifications are determined and handled by the Human Resources Manager. The CEO oversees the smooth running of the organization through a clear definition of policies, procedures and strategies.

Shared Values: The guiding principle of the organization is that advocated by <https://assignbuster.com/organizational-plan-for-dr-mcdougalls-right-food-asian-entres/>

the founder: “ that people should feel great, and enjoy the best possible health for a lifetime” (Dr. McDougalls Right Foods, 2011, par. 1) through availing of packaged food products that are healthy and easy to prepare.

Style: Leadership is participative and collaborative to source innovative information from various stakeholders with the objective of regularly finding out ways and means to innovate and offer new products to the customers.

Staff: The staff is expected to be highly competent in food preparation and can offer innovative suggestions for new product varieties and tastes that would cater to a wider range of clientele.

Skills: The skills are diversified and complementary to support the needs and functions of the organization.

Conclusion

The organizational plan has identified the composition of Dr. McDougall’s Right Foods Asian Entrees; as well as the seven relevant elements consistent with McKinsey’s model. Through effective leadership composition, style and structure, appropriate strategies and systems would be designed that would ensure that the organization’s mission is achieved.

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