

Johnson pte ltd. case study

Education



According to the case study, En Azmi has been charged to make a research and turnaround strategy for Johnson Pte Ltd. En Azmi has implemented 3 strategies. First is under production and services. The industry of food and beverages are competing between Johnson, Unilever and Nestle. For Unilever and Nestle always take turns to win. This gives an impact to Johnson Pte Ltd competing in the industry itself. The strategy that has been implemented by En. Azmi is by consistently researching and investigating opportunities in new markets. With this research, it can help the company to explore the market of food and beverages.

Researchers also can produce new products or new flavors according to the survey that has been conducted through loyal customers. Second is under Management Information System, Johnson Pte Ltd has a problem in managing the proper accounting system in the company. So in order to fix that, En Azmi has taken initiative by improving the current accounting system at the retailing division. With this improvement of the accounting system, it can help give better inventory and efficiency in cash management in the division. Third is under Human Resources Management, En Azmi has implemented 2 strategies. First is by undertaking a cost reduction program.

Under this program, senior management of Johnson Pte Ltd pay or salary needs to be cut down by between 5% - 30%. This can help to reduce the expenses that are too high. In order to reduce manpower costs, En Azmi is also doing replacement of employees. Once the Chairman receives the sweeping power, the unproductive management staff has been trimmed. This allows all the expatriates to leave. All the expatriates have then been replaced with local

expertise. This help to reduce the manpower cost and unnecessary compliance cost also speed up decision making within group.