

Enterprise business entities

[Business](#)



The process in focus will be the development of a new camera series to address a market segment which has not yet been covered by competing camera products. Developing a new camera product series runs through the multiple Enterprise Business Entities or EBEs of a theoretical digital camera manufacturer. Co-ordination and control is achieved using decisional structure, management and control system, and management command and control.

The design of new camera series involves which type of customer, which region and the price category of the new product being designed; the research and development department plays a great role at this stage. The head of the innovation policy checks out on possible innovative measures that will make the proposed camera series unique and totally different from camera series that already exist in the market. The focus is on the management of the product. The creation of a resource management plan is under the control of a research manager.

Controls are provided during the transportation from the input to the output. A detailed design of the new camera series has already been considered and the finance and human resource departments are now involved. The focus is on the management of resources. Further development and improvement of the camera series are properly monitored. The outcomes of these innovations are checked and tested by the quality control department. Standard specialists are present in this process. Those that passed the quality control will be tested in the market.

Those that are substandard will be brought back to the development and improvement process for corrective actions. The marketing manager and the

marketers will introduce the new camera series in the market. If the product clicks in the market, the new products are launched. The finance department will release more funds to cover the necessary costs and expenses for the mass production. 2. Assignment 2 The interfaces involved in an Enterprise Business Entity are made up of a series of processes that need to be completed in order to deliver the final product.

Senior managers need information to help with their business planning. Middle management needs more detailed information to help them monitor and control business activities and Employees with operational roles need information to help them carry out their duties (Fabe). Before a project is entered into there should always be a feasibility study carried out to consider the potential gains, the capabilities required for success and the risks - both financial and non financial such as reputation, market positioning, quality of the project plan itself.

Once it has been decided to proceed then the first stage is to review a detailed plan with contributions from all those who will be involved in the project. The initial planning process creates a work breakdown structure with estimated time ps and task dependencies (Bland). A wide range of tools and techniques is used for identifying, measuring, prioritising and improving processes which are critical to management. There is a comprehensive management control system primarily designed to balance traditional financial measures and operational measures regarding a company's significant success factors.

This involves major perspectives on internal business processes, customer service, financial performance, and the organization's capacity for <https://assignbuster.com/enterprise-business-entities/>

improvement and development. Within these four areas, managers identify key performance indicators the organization will track. These perspectives helps leaders define the mission, vision, goals, and metrics for a company in key areas such as financial, customer, learning, and business process (Sims)

There is a tendency for organizations to pay more attention on the financial dimensions of performance rather than the driving forces behind those results. Financial measures are lagging indicators. They are designed to repair past results. Performance drivers on the other hand are within the control of the management in the present. By specifying the important process measures, assessing them, and communicating the firm's performance based on these criteria to the employees, the managers can guarantee that the whole participates actively in the strategy implementation process (Fabe).

The enterprise model which fits the specific objectives of the particular enterprise should identify the different processes in the enterprise; contain the machines, the information, the transfer of information, the human involvement and the functions that have to be carried out ; address design activities, manufacturing processes, the way materials are ordered, moved and transformed into products (Nazzal). A control system is necessary in any organization in which the activities of different divisions, departments, sections, and so on need to be coordinated and controlled.

Although many standards or controls are simply estimates of what should occur if certain assumptions are correct, they take on a precision in today's control systems that leave little or no margin for error. Managers would be better off establishing a range rather than a precise number and changing

standards as time passes and assumptions prove erroneous. Planning and control are the two most closely interrelated management functions.

The human side of the control process needs to be stressed as much as, if not more than, the tasks or the financial aspect. If missions, goals, strategies, objectives, and plans change, then controls should change (Accel). Regardless of whether the organization focuses control on inputs, production, or outputs, another choice must be made between different approaches for control. There are three control approaches regarding the mechanisms managers will use to implement controls: market control, bureaucratic control, and clan control.

Market control involves the use of price competition to evaluate output. Managers compare profits and prices to determine the efficiency of their organization. In order to use market control, there must be a reasonable level of competition in the goods or service area and it must be possible to specify requirements clearly. Market control is non appropriate in controlling functional departments, unless the price for services is set through competition and its representative of the true value of provided services.

Bureaucratic control is the use of rules, policies, hierarchy of authority, written documentation, reward systems, and other formal mechanisms to influence employee behavior and assess performance. Bureaucratic control can be used when behavior can be controlled with market or price mechanisms. Clan control represents cultural values almost the opposite of bureaucratic control. Clan control relies on values, beliefs, corporate culture, shared norms, and informal relationships to regulate employee behaviors and facilitate the reaching of organizational goals (Barnat).