

Adept organizational flexibility

[Business](#), [Organization](#)



Introduction

The whirlwinds on the arena of business are but a web of complexities brought about by various intrinsic and extrinsic demands of the society. The essence of this paper dwells on the perception that the strategies used and make good use of by a certain company is the leading factor on how it shall be assessed as well as with the ability of the company to meet organizational goals and strategies. Moreover, the variability of organizational strategies and managerial styles is not an assurance that the company shall be able to succeed in whatsoever objective the organization was able to establish (Schwab, 1999).

Factors such as time-series, simulation management, most appropriate economic design, target audience, inculcation of porter's five forces of threat, the capability to sustain a summated growth and development and even the ideal schematics revolving on human resource development are also considered as vanguards in able to thoroughly assess an organization as that which is successful and domineering in that probable state of fact.

Travel Agencies: A short review

Tourism has been defined as a movement of people away from their normal place of residence, hence, delving back to history will lead one on the realization why travelling had always been a part of human lives. Merchants in the primitive ages were considered as whom the “common” travelers since that they were were obliged to move from one place to another for the reason that their job requires them such perspective.

Moreover, as industrialization has thoroughly evolved through time, traveling also captured the hearts not only of small-scale or large-scale business enthusiasts, but including those who were perceivably inclined in the ‘ sports’ landscape and other competitions at that. In such delight, companies were raising a lot of income out of those who avail their service and thus, numerous companies dwelled on rather the more ‘ creative’ sense of traveling service hence offering programs and promos jiving in with the delight of the masses.

In the recent times, it is evident that traveling has expanded its scope even to the walls of ‘ leisure and lifestyle’ that many tend to inhibit the ‘ habit of traveling’ for personal reasons also. Further, globalization’s advent has also mounted the necessitating benefit to travel agencies since that the more that there had been rising ‘ tourism’ projects and ideals brought by different states as a response to globalization, many are already swimming in the echelon of migration, and with it, their service is variably needed in the most abrupt sense.

Analysis on the scenario

In the scenario presented, what seemingly floats up as the main predicament of the study is that the sudden fall of the company’s growth pattern is considerably abnormal. Given the fact that they have been taking the seat of prosperity for the past 5 years, it may be taken to assumption that the company has been flying in high colors on organizational administration. However, digging deep on the circumstance, it may not be prudently assessed as that which is flexible enough in taking the alterations brought upon by the vortex of the business arena.

Perhaps the blame may not be thrown directly to the company since that the main culprit sought does not surface in the mishap of the company but rather on the control of nature. But then primarily, it may be assessed that the company was not able to anticipate the incidences causing the sudden change nevertheless swallowing them in a state of shock.

Target Audience

As a travel agency, the four main factors which hook up the business would dwell on porter's five forces of threat, at that. As categorized, opportunities and threats, which is basically a portrayal of external change is the scale fall on the line of " five forces of threat," namely, (1) threat of new entrants (rising companies of the same service rendered as well as with other rising airline companies which will offer ' greater' service than theirs), (2) competitive rivalry (competition in sales, in fame and in the service satisfaction), (3) threat of substitution (other transportation/communication offers such as train, bus, video conference and other sorts of the like), (4) power of buyers (upon knowing the fact that the society always change their " taste" primarily in the streamline of the kinds of travelers, whether it be business or leisure) and (5) power of suppliers (the fact that such is competition, resources is most likely to halt leading to scarcity from manufacturers, participation of airports and aircraft). All which serve as the grounds for the success or the failure of the company.

Moreover, given the fact that the main subject and prospects for the purpose of venturing into business are the masses, it most likely true that customer satisfaction is a pious must. In simple logic, selling does not only denote giving consumers the idea that a product/service offered on the

<https://assignbuster.com/adept-organizational-flexibility/>

market/industry, but rather dwelling on the array of perception that consumers are after good quality, cheaper price, durable and “line-with-satisfaction” (Easey, 2001).

The above mentioned threats then takes place, the world of business is a vortex of intrinsic and extrinsic challenges which requires critical analysis on what consumers need and logical wit to determine the flexibility of the product and service. That is the main purpose of the survey and other forms of observation in the society are needed to achieve managerial goals and jive along with the “change of taste” and speculations of the masses.

Research Strategies

In the light of the consideration on the SWOT analysis, hunched as strengths over weaknesses / opportunities over threats, the company must jot down the organization’s strengths. Former methods must be taken into realization the processes as well as the strategies which they implemented and utilized during the time when the company and the business were still taking much. With that, the cited strengths of the company will then be assessed on the probable weaknesses through answering logical deliberative questions consequently falling on, the reasons why the company was not able to anticipate the downfall, the efficiency of the strategies used, assessment on the performance of the company as well as with its employees, an analysis on the trend or the flow of the society’s response to the travel agency and the cited mistakes during the previous years which is noted to be in need of enhancement and procurement scales.

After establishing the strengths and the weaknesses of the organization, which are considered as the intrinsic factors of the organization, the extrinsic dynamics must then be taken to assessment through the variance of opportunities versus threats. It is inevitable in the business realm to have a blatant rise of dilemmas and other sort of the like. Therefore, it is only just and right to smack a counter dynamic on the negative imbalance so as to create a stable streamline on the organization's count.

As mentioned above, the rise of the threats must be critically analyzed; hence, such analysis must not undermine the sagacity of the company's capacity as well. Through the help of basic managerial procedures, the behavior of the organization may be deliberately analyzed, leading to a strengthened and flexible administration prepared for any form of challenge and sudden changes in the plot and climax of the business.

Data Analysis and Interpretation

To be able to get the glimpse on the investigation of the study laid beforehand, the researcher must be able to exhibit a logical claim on the potential deterrents such as the threat of terrorism, weather patterns, and other delivering factors of the change followed by the cash flow analysis of the company and the construction of feasible studies and researches to take back the streamline succession of the company's economic and organizational salvation.

In addition to that, to be able to understand the data provided by both companies, one must first be enlightened with the in-depth definition of investment and marketing analysis. Integrating the Industry analysis on the

economic pitch, Gross Domestic Product and Measuring the Return on Investments may serve as a pertinent illustration, thus defining the efficiency of the company.

In general, measuring the return of investment for an information system is not an easy task because of the complexity on the non-tangible benefits it has to offer, even if the cost of establishing the information system is clearly and be easily computed. In the end, the basis of the measurement of the return of investment is still in how it would affect the entities such is intended to be useful for or how the goals or objectives of a firm who puts up the system is attained or become more possible. It has been recommended that more studies be made to make a standard basis for computation of the return of investment even if it has to involve many factors that are hard to manifest in numbers.

Research standpoints in assessing the value of the subject

A researcher must build up a proposal subject matter which helps out in the conclusion of whether a big national business should bring in a novel item for consumption, manufactured goods specialization, or service containing the following parts. It should comprise a synopsis which asserts the general purpose of the study or research. It must also concisely affirm the explicit intentions and succinctly depict the processes. Furthermore, it must point out the long-term target of the research and provide a picture of the entire suggestion.

The detailed objectives must deal with the study purposes in definite terms rather than sweeping statements and steer clear of hazy phrases such as "

explain the course of", " typify the happening of", or " explicate means for" (Fox, 2000: 237). Moreover, the premises must as well be avowed where suitable, starting with a preliminary assertion that makes available a small setting which are evidently linked to each other. The researcher must also stay away from a " digging around expedition" or gathering information with no apparent signal of how it will be employed, offering a practicable essence of composition, rather than being overly wide-ranging or ambitious.

The initial information part must take account of no more than the facts relevant to the researcher's request, indicative of proficiency with the systems and processes he or she is going to utilize. Gersten (2001) discussed that he or she must also apply comprehensible tables and diagrams in place of wording whenever reasonable and avert setting too various curves on a single chart (45). Additionally, he or she must supply diagrams with legends and characterization that create distinction apart from adjoining content and draw on fitting data. Subsequently, a summary of his or her results at the closing stages of every segments and statement of their significance must as well be discussed.

Forecasting methods towards obtaining goals

One of the fundamental proactive processes upon determining the kind of products needed for a business to perform lies in the field of forecasting. This demand focused activity is comprises the entirety of logistic systems aimed in supporting activities with regard to planning, master production scheduling, inventories and all the other factors affecting the latter. The revenue generation of such is maximized although the efficiency of the given

perspective rests on the company's profits declaration, equilibrium sheet and money or cash flow.

Conceivably, in long term utilization of the aforementioned technique, it is most likely to sustain positive outputs, such that there will be intangible results in the long run, armed in the view of stability and sustainability. It is expected to bounce in less fewer back orders and lost sales; development in customer service levels; improvement in processes with regard to production planning and inventory stock investment and an advanced recognition over marketplace trends.

Contrary to such, the level of accuracy on forecasts may somehow lead to erroneous if the following will not be able to be given rather much attention: average, clustering of demands to a certain echelon; trend, increase and decrease of demands; seasonality, the whirlwind of consistent intervals whether it be in hours, weeks, months or seasons; cyclical, annual form of cycle of forecast involving recession and expansion; and random error, unpredictable changes enormously take occurrence.

Conclusions and further remarks

The essence of studying organizational management, and imposing such in a higher regard of obtaining goal objectives, entails a certain company not only on the basis of revenue generation, but also with the consideration of consumer satisfaction. The mere fact that the level of competition in the world of business is outrageously mounting, an intellectual business tycoon must see to it that the techniques and the methods used in reaching the upstream and the downstream in the realm of business is well taken care of

and sustained in the perception of development and not organizational downfall (Hersey, Blanchard, & Johnson, 2007).

Having been vested with the responsibility of meeting the demands and the challenges of the 21st Century, the most realistic and efficient move to venture is to critically analyze certain factors which may have been the cause of pressure within the company. The following may be relevantly assessed: first, conduct an evaluation of the company's performance in the economic realm and cite the strengths and the weaknesses of the organization (Hazlitt, 1998); second, a trace back on the company's generation of income then noting on the highest market rate versus the lowest, then computing the average level income (Ray, 1999; Sheehan, 2003). Endorsement of the approved study proposal of the researcher may rely heavily on the abovementioned criteria. To smooth the progress of review and follow-up will be done by the manager for the competent researcher.

References:

Easey, M. (2001). *Fashion Marketing*. Malden USA: Blackwell Publishers.

Fox, R. D. (2000). Using theory and research to shape the practice of continuing professional development. *Journal of Continuing Education in the Health Professions*, 20(4), 237.

Gersten, R. (2001). Sorting out the roles of research in the improvement of practice. *Learning Disabilities Research and Practice*, 16(2), 45.

Hazlitt, H. (1998). *Economics in One Lesson: The Shortest and Surest Way to Understand Basic*

Economics . New York: Three Rivers Press.

Hersey, P. H., Blanchard, K. H., & Johnson, D. E. (2007). *Management of Organizational Behavior* (9th ed.). New York: Prentice Hall.

Popovich, Ken (2002 May). Fiorina, Capellas Unveil the New HP, ¶3, ¶10.

Retrieved August

12, 2007, from [http://findarticles.](http://findarticles.com/p/articles/mi_zdewk/is_200205/ai_ziff26526)

[com/p/articles/mi_zdewk/is_200205/ai_ziff26526](http://findarticles.com/p/articles/mi_zdewk/is_200205/ai_ziff26526) .

Ray, S. J. (1999). *Strategic Communication in Crisis Management: Lessons From the Airline Industry* . Westport: Conn. Quorum Books.

Schwab, D. P. (1999). *Research Methods for Organizational Studies* . Mahwah, N. J.: Lawrence Erlbaum Associates, Inc.

Sheehan, J. J. (2003). *Business and Corporate Aviation Management: On Demand Air Transportation* . New York McGraw-Hill Professional.

U. S. Bureau of Labor Statistics (2006). Human Resources, Training, and Labor Relations Managers and Specialists, ¶ 7. Retrieved August 12, 2007, from <http://www.bls.gov/oco/ocos021.htm> .