

Mba – capstone project essays example

[Business](#), [Customers](#)



Background Information

Crimson Inc. is a leisure restaurant and is offering all kinds of luxuries and amenities at a competitive price to provide the best customer experience. Crimson Inc. is located in the heart of San Bruno, California and is ideal for either business or leisure activities and is positioned within the nearest range of city malls and business emporium. Crimson Inc. is offering vast variety in cuisines along with business conference facilities. It is also providing an in-house coffee shop, indoor dining restaurant, and sun-drenched dining restaurant.

Crimson Inc. is providing an enormous mix of traditional and conventional cuisines to its customers which have provided it with the competitive edge in the hospitalization industry. The industry in this instance is found to be dynamic and highly competitive due to the prevalence of California as a business hub and emerging city, which provides the restaurants with the on-going business conferences and leisure activities. Since the tradition of dining-out is increased due to which this condition has made the industry attractive and sustainable for the restaurants and has developed the state where high quality services are required at a competitive price.

The service quality of Crimson Inc. highly depends on its first-line workers, known as service officers, who are responsible to attend and facilitate customers. These service officers are controlled and monitored by their manager, who is entitled as Manager – Service Officer, and is responsible to assign, delegate, mentor, evaluate and train these Service Officers.

It has been observed that the hospitalization is booming due to the business related prevalence and thus, the services provided by Crimson Inc. are quite

versatile to provide its customers with the best experience and thus, this situation has resulted in the profitable financial prospects for Crimson Inc.

Business Need

Crimson Inc. needs to improve its business performance and sustainability by providing high quality services to its customers at competitive price. It has been incorporated by the strategists of the Crimson Inc. that the overall performance of the business can be increased by improving the customer services and product quality of the organization. The critical area identified that can enhance the business performance of the company by means of productivity and quality, is to improve the service quality provided by the Services Officers and increase the extent of quality meal that is made available to its customers.

Crimson Inc. is required to increase the extent to which it provides its services to customers by ensuring their loyalty for long term. Crimson Inc. is inclined to provide its customers with the best quality services and dine-in experience to sustain its competitive advantage, not only by means of its price, but also with the services and products that it is providing to its customers. Therefore, it is required that the Service Officers of Crimson Inc. provide customers with the best customer experience by means of their communication skills, service skills and operational skills comprising of cooking tactics.

The problem in this instance was identified by the critical evaluation of the performance of the Service Officers and customer feedback which indicated that customers expect more quality services and products from Crimson Inc.

and it was identified by the Manager – Service Officers that Service Officers are not competent enough to meet the customer expectations.

Functional Areas

The identified business need is influencing the functional areas of the Crimson Inc. in which the Human Resource Function of the organization is highly accountable due to the fact that it is required to provide proper training to its current employees and hire potential employees to increase the knowledge-workforce of the organization. Human Resource Function is required to conduct the training need analysis and increase the knowledge, skills and abilities of the Service Officers considering the fact that adequate compensation packages comprising of intrinsic and extrinsic compensation is required to increase the morale of the Service Officers to comprehend the best means of their training and indulge in the provision of high quality services to its customers (Noe, 2002).

The Food and Beverage – Production Function of Crimson Inc. in this instance is also required to increase and modify its extent to which it is producing the food and beverages in accordance to the customer requirements, so that the overall organizational performance can be increased. Therefore, the acquisition and training of new and current chefs is required so that the product quality of the Crimson Inc. can be increased. Moreover, the leadership skills of the Manager – Service Officers are also effected as they are not found to be effective according to the observation of top management. The hindered leadership skills of Manager – Service Officers are causing the Service Officers to reduce their level of engagement in their work and thus the overall quality and performance of the organization is

compromised (Wen, 2013).

Therefore, the business need related to the deteriorated performance of the Crimson Inc. is highly influenced by the services of Service Officers and their lack of ability to communicate, interact and satisfy customers; capabilities of Food and Beverage – Production department that lacks the tendency to create differentiation in the traditional tastes of the cuisines that Crimson Inc. is offering; and Manager – Service Officers' leadership skills because they are unable to integrate their responsibilities with the mission, vision and objectives of Crimson Inc. (Wen, 2013).

Solution

In order to address the business need of Crimson Inc., the following solutions as inferred by Noe (2002) are suggested to be comprehended by the management of the company:

Provide training to Service Officers so that they can become able to communicate, interact and address the customer needs in an effective manner. In this way, the service function of the Crimson Inc. will become efficient and customers will be provided with the quality services which will increase the loyal customers for the company with higher profitability prospects and organizational performance.

Provide training to the chefs in Food and Beverage Department that accounts for the production function of Crimson Inc. due to which these employees will be able to develop the differentiated capabilities to account for the versatile production of cuisines which will also increase the overall quality provided by the Crimson Inc. and will set higher extent of financial prospects with the organizational performance.

Hire competent workforce for Service Officers and Chefs so that the company can acquire knowledge workers from the industry and can utilize their knowledge and skills to improve the quality provided by the Crimson Inc. and thus, the company will be able to acquire financial prospects and the organizational performance will eventually be increased.

Provide training to the Manager – Service Officers as part of Leadership Function, so that they will be able to plan, organize, lead, influence, control the performance standard of Service Officers and thus, the quality provided by the Service Officers will be increased, enhancing the overall organizational performance.

Provide attractive compensation packages to Service Officers, Chefs and Manager – Service Officer so that their adherence to the provision of quality services can be increased and they will become highly motivated to utilize their knowledge, skills and abilities in an effective manner to provide the best customer experience and thus, the overall performance of the organization will be increased due to the increased service quality.

Implementation

The following resources are required for the effective implementation of the proposed solution:

Timeline

The following timeline is forecasted to complete the effective implementation of the proposed solutions:

Financial and Organizational Impact

Financial Impact

The initial investment will be comprehended by means of training,

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recruitment and selection and compensation packages but these implications will provide the Crimson Inc. with the long term profitable prospects due to the following reasons:

The effective means of training will enhance the knowledge, skills and abilities of Service Officers, Manager – Service Officers and Chefs, and will increase their extent of performance and quality. In this way, the customers will find the services provided by Crimson Inc. as best valued which will increase the extent of loyal customers for Crimson Inc. and thus, the financial prospects by means of long term profitability will be increased (Noe, 2002).

The effective means of compensation packages that will be in accordance to the employees' needs will increase the morale of the employees and they will be motivated and more inclined to utilize their potential at a higher extent, and thus the provision of quality services by Crimson Inc. will be comprehended, increasing the profitability for the company (Noe, 2002).

Organizational Impact

The overall impact on the organization due to the initialization of the proposed solution is discussed below:

The organization will be able to acquire the high quality standard due to the effectiveness and efficiency of the services provided by Manager – Service Officers and Service Officers which will increase the organizational performance of Crimson Inc. by means of quality services and best customer experience (Wen, 2013).

The product quality by means of cuisines will also be increased due to the training and acquisition of talent by means of taste differentiation and

variety and thus, the organization will be renowned for its cuisines and thus, the organization's performance will be increased due to large customer base (Wen, 2013).

The compensation packages will increase the morale of the organization and employees will develop the state of citizenship behavior which will eventually increase the quality and performance of the organization depicting the higher growth and sustainable prospects for the organization (Wen, 2013).

Time Log Spent with Client

Reflection

The following lessons have been learned and implied with the completion of this Capstone Project:

The integration of the departments is required to ensure the effective implementation of the project. The integration also incorporates its benefits in the effective planning and addressing the need analysis of the departments in which every department accounts for the identified gaps that can ensure the accomplishment of the organization's objective.

The practical implication of training requires the management prospects in which the availability of the training consults and availability of training material comprising of training room, reading and writing material is essential to support the learning mechanism of the employees.

The compensation packages are practically able to enhance the motivation of employees only when they are in accordance with the employees' needs.

Therefore, the compensation package should incorporate the intrinsic as well as extrinsic motivation factors so that employees can perceive them well accounted to their needs and utilize their potential for the overall quality

enhancement.

The initial investment is found to be high but the training and compensation mechanisms provide the organization with the higher rate of return and thus, prove to be profitable in the long run.

The timeline is essential to be developed in order to monitor the progress of the implemented strategies.

SMART Long Term Professional Goals

The SMART long term professional goals that comprehend the effective specificity, measurability, attainability, relevance and time-bound characteristics for the developed objectives are as follows:

Lessons Learnt from MBA Training

MBA training has been found to be useful in enhancing the analytical skills and decision making by visualizing the broad perspectives accompanying in the organization and provide the organization with the effective means of strategies and tactics to achieve its mission, vision and objectives. MBA training provides the trainees with the ability to comprehend their learning related to the different functions and provides knowledge about the contribution of business functions that they make in the overall performance of the organization. In this way, trainees learn the business functions that they need to modify, develop and sustain in order to influence the overall organizational performance. MBA training provides the trainees with the ability to solve business problems by providing them the opportunity to utilize their learning as Capstone projects and analyze the real time organizations and their business needs, and implicate their learning and strategies in the professional manner. Therefore, MBA training trains the

individuals to become adept at their learnt phenomenon and develops the individuals to compete in the professional life by giving them intellectual experience from the hands-on practice mechanism due the projects and case studies that the comprehend for several organizations as part of their learning.

References

Noe, R. A. (2002). Employee training and development. Boston, MA: McGraw-Hill/Irwin.

Wen, T. (2013). On the Way to Improve the Quality of Hotel Management Professional Training. Journal of Huaibei Professional and Technical College, 4, 015.