

Chern stores case study examples

[Business](#), [Marketing](#)



Chern Stores

Job Requirements Matrix

Sales Associate Position

Trait

Requirements

1. Education

First degree in sales and marketing from a recognized university or college

Demonstrate high academic and professional expertise.

2. Age

A potential applicant must be within the age of 20- 41

This is the recommended age for one to execute such duties without any problem.

3. Experience

A potential applicant must have an experience of at least 2 years in the same position (for external applicant) or as assistant sales associates (for internal applicants)

This experience is essential because it will provide records of the history of performance. A suitable applicant must prove the successes they have achieved in the various positions they have held in the past.

4. Gender

This job is open to both the male and female applicants

Both the male and females will be treated in equal measure. No one will be locked out because of this. In fact, female candidates are encouraged to apply.

5. Language

English, French and Latin (both written and spoken)

The applicant must demonstrate a high ability of proficiency in the use of at least three international languages. They must be able to speak and write them fluently.

6. Personal attributes

Punctuality;

Communication skills;

Honesty;

Loyalty;

Industry;

The applicant must demonstrate ability to act as a team player; be creative; obedient; hard working; time conscious and ability to solve problems; make autonomous rational decisions.

Chern Store's strategies

For any business organization to realize any success, they must have well thought feasible strategies that can make them enjoy competitive advantage over others. In doing this, they must focus on the Human Resource department which directly manages the affairs of the work force. Just like

this organization, other managers should plan well in order to ensure that they get the best qualified staff committed to achieving their objectives. Therefore, it is important to acknowledge that employees should be all round and flexible persons. Meaning, they must not only have professional qualifications, but also be equipped with cognitive abilities; problem solving skills; communication skills; physical strength and decision making skills. This will put them in a better position to make rational decisions and be able to solve the day to day problems facing the organization.

Hiring of experienced workers

I would like to suggest that experience should also be considered as part of qualification for jobs in Chern Enterprises. For an applicant to be declared as competent, they must at least have some experience (Torrington, H., 2001). This will be particularly crucial when offering managerial positions that can not be effectively handled by inexperienced workers may be because of the kind of heavy tasks involved.

In such a case, Chern will have to consider experience. However, when doing this, they should not over ambitiously aim at those with extremely more years of experience. Otherwise, it will be unfair especially to the fresh graduates argue in favor of experience as a qualifying factor because of the numerous technicalities involved in handling fresh graduates. It may be costly to hire inexperienced workers then training them on various duties to perform in their jobs. This is inevitable since many colleges focus on theoretical aspect of knowledge. Therefore, the only way though which they will cope up is orientation and trainings.

However, while doing this, it is important for the management of Chern to

know that one of the ways through which they will achieve their Corporate Social Responsibilities is through creating jobs to all the sections of the community in a fair manner. Therefore, when formulating such policies, it is paramount to safeguard the interest of inexperienced fellows. After all, they have vigor and will of course bring new creative ideas into the organization.

Estimate how important each characteristic of the job is relative to the others

A qualified sales associate possessing all the professional, academic and other personal attributes is the best for any organization. For instance, having good communication skills will enable such workers to establish harmonious interpersonal relations with others (Pascale, R., S2008). Hence, they will cordially work together as a team for the general good of the organization. Otherwise, uncooperative staff will tear such organizations a part. Obviously, this will be a long term course for the collapse of such organizations.

Relative time spent by associates on each job duty

The time to be spent by the sales associates must be clearly spelt out. This should be done in line with the company's policies. However, I would like to recommend that each task should take an approximate of three months. This will be a very short span that will motivate these workers. It will give them enough time to concentrate on their duties stress-free (Torrington, Hall., 2001) If this is done, there will be enough time for evaluation and making of any adjustment that may be necessary or the success of the entire organization.

Pascale, R. (2008) Managing on the Edge. New York: Simon and Schuster.

Torrington, H. (2001) Personnel Management: A New Approach. Prentice Hall International.