

Essay on problem identification

[Business](#), [Company](#)



Introduction

A problem exists when there is a gap between the reality at the ground and the desired outcome. The arrival at the desired outcome is the solution of the problem. The desired outcome is mostly the assumption which is usually investigated and tested for validity. Therefore problem solving is a step by step process of analyzing a apparently existing phenomena and trying to arrive at solutions.

Just as it is difficult to differentiate reality and appearance, problems are difficult to distinguish from their symptoms and causes. Therefore it is necessary to clearly define the problem through an investigation into the root cause while varying the resultant situation with the earlier and expected. For instance Microsoft Company has been confronted with 30% decrease in sales which has resulted to a 10% subsequent decrease in profit over the year 2010 prior to the anticipated objectives. Neither sales nor profit decrease is the problem, but they are the symptoms of the problem. Therefore the sales manager using critical analysis of the previous financial records need to state the problem in a researchable way. The problem statement is formulated as that Microsoft Company products are not efficiently well known to potential customers.

The Microsoft Company sales manager has realized that the company is facing a crisis, however, the cause and therefore the solution is not known. The causes of inefficient awareness of customers to the products are not known leading to formulation of hypothesis which is the possible solution to the problem. In this case the null hypothesis is stated as customers'

awareness will increase sales and the alternative is, increased customers awareness will not have an effect in sales.

Data is collected on how to solve the problem. This involves systematic rules and procedures of inquiry to the clear data of the various alternatives available. Various methods are employed in data collection mainly questionnaires are formulated and administered. However, a specific manageable group is targeted for information collection as it is not economical and possible to investigate the total potential customer population.

After collecting the data the null hypothesis is tested for its validity. This involves the analysis of variance and average deviations. The relationship between sales and variation in advertising is deduced and a statement is issued. These are the results of the research which should be reported effectively to the manager in an understandable way. It is usually common that after a research the findings are not correctly presented to the users of the information leading to irrelevant approach to the issue at hand due to misleading presentation of the findings. For the sake of Microsoft Company which finds that at customers are not aware of the existence of the diversified products.

Recommendation is made to the Company sales manager for the sake of Microsoft statement is can be issued in the sense to enhance and create customer product awareness that is investment in intensive advertising will facilitate the dominance of the products in the market, thus increasing sales volume. However there exist various forms and methods of product customer awareness improvement and therefore it is up to the manager to

identify and employ the most efficient and economical methods. The advertising objective is implemented and a follow up done so as to determine its viability. Necessary adjustments can be made for the sake of objective results.

References

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