

Human resource policies case study example

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



Part A

The increased demand for employees is as a result of an increased demand of the organizations product or services. The future human resource needs for Blue Gum are growing with the projected future increase in the number of company's retail shops. In order to get the exact deficit on the human resource needs, the HR of the Blue Gum needs to carry out a job analysis. The human resource manager needs to first of all determine if there are qualified candidates amongst the present staff members who can fill in the open positions before inviting external candidates. Regardless, the new openings will inadvertently lead to more hiring and in the case of internal recruitment, it will lead to increased job rotation within the company (Roth, 1984). The HR manager, retail manager and the sales manager will be responsible for the acquisition of new employees.

Part B

Question 1

The primary tool for collecting job related data is a job analysis. A job analysis provides two sets of data; job description and job specification. A job vacancy cannot be filled unless the HR presents the two sets of data. A job analysis should be accurately illustrated so that the right person can be placed in the right place and at the right time (Roth, 1984). As an operation manager, David should have taken time to prepare a job description and specification which would have been helpful to the workers and the organization when dealing with challenges in the workplace.

Question 2

Retail store manager job description

The retail manager is responsible for day-to-day running of the store and will be reporting to the operation manager. In all his assigned duties and responsibilities, the main aim of this manager should be to minimize cost while maximizing the profits for the company. The retail manager is also charged with the role of ensuring that promotions are done accurately and performed to the company's expectations. In addition, the retail manager oversees excellent customer care relationship at the store and makes the staff aware of the store's daily target in terms of sales (Roth, 1984). The retail manager may also be assigned other duties and responsibilities depending on the size of the store. Some of these responsibilities include; dealing directly with human resources, logistics, marketing, finance, and information technology and customer service.

Retail store manager Job specification

Education and training

- Standard basic education, GCSE with a Pass in both mathematics and English.
- At least a diploma in Retail Management or its equivalent qualifications.

Qualification and attributes

- Good administrative and organizational skills.
- Ability to recognize stock potential to generate income.
- Strong interpersonal skills.
- Computer literacy with sufficient working knowledge in all Microsoft Office applications.

- Ability to keep records, delegate and organize work, and an adequate knowledge of product pricing.
- At least three years retail experience working within the retail environment.

Question 3

Job advertisement

Retail Store Manager

A well-established company in the manufacturing industry is looking for a full-time retail store manager to work in Kansas City. The retail manager is expected to utilize project management and organizational skills to over-see the day-to-day running of the one of the company's store and will be directly reporting to the operation manager. The store manager will work to ensure that promotions are done accurately and performed to the company's expectations. He will also ensure that there are excellent customer relationships at the store and that employees and staff are aware of the daily store targets in terms sales and that efforts are oriented towards the achievement of these targets.

If you are a proactive and a professionally presentable person who wants to be part of a growing organization, this is a perfect opportunity for you.

Qualification and attributes

- Good administrative and organizational skills.
- Ability to recognize stock potential to generate income.
- Strong interpersonal skills..

- **Computer literate with sufficient working knowledge of Microsoft Office applications.**

- Ability to keep records, delegate and organize work, as well as adequate knowledge of product pricing.

- At least three years retail experience working within the retail environment.

Please email your confidential CV to David at or telephone +123789400 for more information.

We pay a competitive compensation for the successful candidates.

Deadline: 10th October, 2014.

Question 4

Paper-based advertisement vs. online advertisement

Many companies do both online and print media advertisement in order to diversify their market mix. The biggest difference between the online and paper-based advertisement is the scope of coverage (Gregory, 2014). Online advertisement can reach people anywhere around the globe and are thus able to reach many people. On the other hand, paper-based advertisement can only reach people around a given local area hence limiting the total number of people reached. Print advertisement is however suitable for reaching specific people in localized areas like small towns while website advertisement such as social networks track the online user location and other related information and is, therefore, suitable for wide area coverage. Online based advertisement is cheaper in terms of cost as compared to print advertisement. One disadvantage of online advertisement is that website

users may install various ad-blocking software that prevents ads from reaching them. This is absent in the print advertisements where the target audience readers have no way of blocking the advert and can thus take their time to read get influenced by the advert (Gregory, 2014).

Online advertisement will not be suitable for Blue Gum Company because the company operates in one local area; that is, around Kansas City and requires candidates from that particular area. The most suitable form of advertisement, therefore, will be paper-based advertisement area. However, online based advertisement can be used because it is cost-friendly, but the advert might not reach all the potential employees.

Question 5

Letter of offer

P. O. Box 83489-00100

Kansas City.

Dear George,

We are pleased to offer you employment at Blue Gum Company. We feel that your skills and background will be valuable assets to our team.

As per our discussion, the position as a Retail Store Manager in our sales department is full time. Your immediate supervisor will be Crispus Mitchell, the department manager. Your starting date will be Monday, October 13. The starting salary is \$39, 000 per year and is paid on a bi-weekly basis. The enclosed employee handbook outlines the medical and retirement benefits that our company offers.

If you choose to accept this offer, please sign the second copy of this letter in

the space provided and return it to us. A stamped, self-addressed envelope is enclosed for your convenience.

We look forward to welcoming you as a new employee at Blue Gum Company.

Sincerely

Operation Manager:

Enclosure:

References

Gregory Hamel (2014). Online Advertising vs. Print Advertisements. Demand Media, California.

Roth, A. E. (1984). Stability and polarization of interests in job matching. *Econometrica: Journal of the Econometric Society*, 47-57.