

Fletcher building company analysis



**ASSIGN
BUSTER**

Introduction to Fletcher building company

Fletcher building company is a very famous construction work company in New Zealand. It constructs its first house in 1909 with the partnership at Dunedin after that they are increase their business all over the world. They established their head office in 1925 in Auckland. Now they have builds very popular buildings like Sky Tower. They have approximately 18800 employees and about 50 businesses at the moment who are working under Fletcher building banner. It exports its products to Australia.

Task 1

If we look at the company needs then we need good surroundings which make the organization better. The organization should have proper resources, hardworking and skilled workers and financial support. Moreover they should proper knowledge of latest technology which they can use to enhance their business and organization. Fletcher building company have very good sources by which they can sustain for long time. They have sources like raw materials from which they can design products and recycle that for getting better work from it. Its internal and external situations facts are given as below:

External situation facts:

Customers: we know for running any kind of business we need customers so that can get financial support from them to enhance our business. Moreover for attract more customers we need to give good services and products to the customers. As we know Fletcher building company is a very famous

company in New Zealand they need to attract more customers for making large projects in the markets and they need more customers so as to marketing. It works for both private and government organization. It constructs Sky Tower and Harbour bridge in New Zealand. (stuff. co. nz, 2014)

Competition: If we think about competition about the competition, Fletcher building company have so many competitors in New Zealand but by these competitors they can get more advantages because they can learn about latest technology and they can use their technology to develop their business and to improve its business services and market. They will be more serious to have more focus on large projects and finish these projects on time.

Supplier market: The company has to make better relations with suppliers so as develop company. So Fletcher building company requires more suppliers who can provide raw materials and staff etc who can import their goods and services as we know Fletcher company imports from Australia.

Internal situation facts:

Management changes: The management changes imply that make them change into management system of organization to get advancement into some level which could be useful for organization to get new thought and utilize it so if discuss Fletcher building company they know their management level and where they have to enhance so roll out improvements in management could bring benefits.

Employees: Employees are heart of any organization who work hard to accomplish organization's goals and objectives where they have to complete work within time where organization ought to give few rewards and organization ought to disseminate their specific task and work which they ready to do that and empower them at each steps.

Culture Changes: What the way of life mean where all workers cooperate does not make a difference which he from they called a team work for organization where Fletcher building organization regard all culture which make it multicultural society and Fletcher building company can give honors and rewards at universal level which make workers more certain show organization culture.

Financial: As we know financial support is necessary to maintain a business and here fletcher company has incredible spending plan to done enormous venture and run business into great way where they need to spend on staff individuals and furthermore on organization upkeep so they should be ensure about their contribute and where they spending and that all speculation ought to be secured into organization budget (stuff. co. nz, nd)

Task 2

Strategic Formulation

Strategic planning: It is the future planning of any business which helps it to get profits and to achieve its goals and objectives. Without strategic planning any business cannot run in a proper way. Strategic planning helps the business to do any task within time frame. In terms of Fletcher building

company it makes perfect planning to sustain for long time and they made perfect planning to get more profits and to get success.

Why do we need of Strategic planning? : It is very important for any business in a good way. It is because before apply any plan in business management should know about the business's performance and in which areas business lacking so it is necessary to have a strategic plan so as to do tasks accordingly.

What does the strategic planning evaluate? : This means the evolution of the performance of business and it show how strategic planning helps in business. Moreover it also evaluates about all the things which were happen in the previous time. For example how much business get benefit and where thet got results for their services.

Strategic planning for Fletcher building company

Structures: The Fletcher organization has an extraordinary business structure to deal with all things and the level of structure has appropriate work amongst them and they all work under their points of confinement and rules and at some point company need changes in structure which help to improve plan and give better outcome.

System: The Fletcher building company framework working into great way and furthermore attempting to propel their staff and they require a few changes into business framework can change business framework like, technology, correspondence framework, and so forth.

Processes: The Fletcher building organization working in a procedure calendar and it called be an arrangement of interrelated activities which helps in business comes about.

Responsibilities: The Fletcher building company has some more essential obligations to support business in market or could be with clients and that organization dependably work to deal with any circumstance on any issues.

Key Tasks: The Fletcher Building company is the one biggest construction company of NZ and they generally work for government ventures and other enormous contract with private place.

Milestones: Milestone imply that show solid point and like, enormous venture is finished by fletcher organization which got to be distinctly popular on the planet like, celebrated sky tower and harbor connect.

Monitoring: Monitoring the fundamentally idea to dodge the errors in light of the fact that if the organization observing the things what's happening time to time then they additionally can move thought what to happen.

Hazard Analysis: As we know organization dependably go out on a limb to making venture and where Fletcher organization ought to investigation the venture before begin it and it might go for broke to settle on choice so organization ought to examination each things before go for broke.

Contingencies: The possibilities imply that something occurring in organization which could have awful effect or might be it has extraordinary advantages to organization. The occurrence something is about by key arrangement of business.

Sustainability: The Fletcher Company maintains business with better way so they ought to have the capacity to proceed with a characterized conduct uncertainly.

Corporate and Social Responsibility: The corporation and social duties are critical to any organization where we have an organization named it Fletcher building organization which ought to be exceptionally careful about their company and social duties where they need to ensure about condition and open aggravation.

Task 3

Company's production as well as strategic plan:

It is a broad planning of a company that make strategy for the production of a company which give quickly view to company about their creation stock and this is essential to think about production points of interest which demonstrate that how much stock organization have and to what extent they can get by with it and they gather creation stock to circulate vital arrangement with organization which is a consent to give concentrate on arrangements.

Strategic getting ready for creation is valuable for:

1. Planning the production plan.
2. Also discovering the ability and incompetent specialists required for production.
3. Also ought to set up the departmental plans. (Akrani, 2011)

Organization's distribution strategic planning

The distribution dependably teach us to how the items come to client firstly distributor or retailer get the stuff which originates from fabricate organization and after that contractual worker get it then at long last got by customer. This a superior approach to send stuff to clients and this dispersion arranging additionally get more subtle elements and thoughts by vital arrangement and which help in company development and it could simple to make circulation arrangement for an organization (investopedia. com, nd)

2. How the company manages and arranges the production and distribution of goods and additionally services of goods

The management dependably work for a company to get objective inside time where organization needs to oversee better staff for its management where they make a plan for organization production and products distribution and by doing it how organization could get more consumers so here we can discuss the Fletcher building organization who dependably work to give better stuff and fulfillment work and they likewise give a superior material, better client administrations et cetera. Which demonstrate their key getting ready for merchandise conveyance Then again the dissemination of products and ventures completely oversaw by the circulation cycle in light of the fact that in this they can get the stuff as per the request like:

Manufacturer > wholesaler> Retailer> Contractors> User

(referenceforbusiness. com, n. d.)

Task 4

<https://assignbuster.com/fletcher-building-company-analysis/>

Strategic execution:

The high level plan: It means to make a long term plan so that company can sustain for long time. This plan is called high level plan. So when a company works on a big plan and stands internationally and they established their company all around the world so as to provide better services to their customers as compare with other companies. Now we have an example of Fletcher building company which shows its capability to perform better and in a good manner. Fletcher always make a good plan before proceeding to the other projects in which they arrange and manage every sources they will needed and which will useful to the company. They make high level plans so that their company give competition to other big companies. Their main motive is to develop their company business all over the world by attracting more and more customers. (amanet. org, nd)

Plans used for operational planning: Fletcher is one of the largest construction company in New Zealand and it works on big project. It works on government and private projects. So they need to make an operational planning in terms of planning, organizing as well as supervision in context with manufacturing, production and services. Fletcher should provide goods and services so as to attract more customers. In input organization that involves with raw materials, equipments as well as staff. so they should hire skilled staff and should take care of the employees who works for the company.

Actions which are consider by me on the plans of Fletcher building company:
Now a days Fletcher building company performs really well everywhere.

They focus on their strategy planning before begin any new project which helps to company to finish that project on time and in a good way. They focus on strategies like production planning, distribution planning, and operational planning which helps them a lot. My view about Fletcher company working is that they should have perfect operational planning through which their employees can learn about the many things like how much stock is left for the project, how much their budget is, so these are the things which employees should know while working on any project. In this way they can work properly and efficiently. Moreover Fletcher should also take care about their employees' health and needs. If their employees needs fulfils then they will give their best to the company.

Task 5

Strategic plan and functions

Marketing: We already know Fletcher Company is very famous company where its name is taken in big construction companies in New Zealand. They always work in a better way and satisfy their customers. In order to sustain all around the world Fletcher need to expand its business all over the world. So need to distribute their franchise globally. In this way they could face more competitors and problems and challenges which helps the Fletcher to get more improvement and to learn about new technologies and strategies. (balancedscorecard. org, nd)

Finance: In the Fletcher building company they also make strategic plan about their finance. As we know every company works on its finance. So Fletcher should have good finance buget which they can spend on their work

<https://assignbuster.com/fletcher-building-company-analysis/>

so as to happy their customers. Moreover they can also get more risks to finish big projects which cam make the company more stronger and powerful with financially. Fletcher building company declared its half result in February 2015. Their net earnings were around 114 million dollars after paying tax and then 154 million dollars as compared to the prior corresponding year. Moreover their total tax was about 4327 million dollars up from 4273 million dollars. (Fletcherbuilding, 2015)

Human resources: Fletcher building company has very good human resources because they hire very skilled staff which works hard in achieving the goals of the company. They make plans with its staff and tell them about every field of their projects so as to get more output from their employees. So human resources plays very crucial role in the development of the company.

Research and development: it is very important for the company because in this they innovate new ideas which can be useful for the development of the company. Moreover these new ideas can make their company unique from other companies.

Information and communication technology: These are very important for the company because through these they can know about new techniques which can help their business to work faster. Moreover by these they can also communicate with their customers at any place.

Property management: Fletcher building company establishes their branches at very good places like in New Zealand and Australia which expand their

business internationally. They have large property to manage construction property to stock goods and other things.

Task 6

Evaluation or Sustainability

Improvement in its operations and services: During the evolution of Fletcher Company it wants to see the changes and improvements in its services and operations where consumers are having better services. It is a process to sustain its business for long time. They work to get taxes in the company and to give more benefits to the workers and to get good feedback from their customers all around the world.

Evaluation of performance of company and staff: The Fletcher building company evaluates the performance of the company and its staff. It is very necessary from them to know about their status where they are standing in the market and what are the things they need to improve in proper time. Moreover if the employees work hard and give their best to the company so these workers should be given with rewards so that they work hard in the future also.

Culture of Fletcher: As we know New Zealand is a multicultural society. So workers from different countries work together here as a team. It is very useful for the company because every employee give their own view for the development f the company.

Communications:

Flow of communication, communication patterns, and communication systems: Fletcher building company provides good social environment to their workers where workers should be trained to work. Where the company need a person who is fluent in any language which will connect the customers with any language to the company. There are many patterns by which we can learn about communication skills, way of talking where Fletcher Company have more focus on the communication skills and its flow.

Data Reporting:

- Process of collecting data for Fletcher Management
- Process of submitting for Fletcher management

In the Fletcher Building company constantly gather the information for management and assemble all information from company make a report and have a debate or discussion on it and if essential plan apply in company that can be divided between two fundamental one is that need of some accomplishment where company need to sure working of these exercise and effort is required to make company more developed and stronger and when the all information increase then it submitted to Fletcher organization prepare which take out better arrangement and apply it again in company (bridgingthegap. com, n. d.)

References

(n. d.). Retrieved from onlinebusadv. com: [http://www. onlinebusadv. com/?](http://www. onlinebusadv. com/?PAGE= 171)

PAGE= 171

(n. d.). Retrieved from referenceforbusiness. com: [http://www.referenceforbusiness.com/management/De-Ele/Distribution-and-Distribution-Requirements-Planning. html](http://www.referenceforbusiness.com/management/De-Ele/Distribution-and-Distribution-Requirements-Planning.html)for

(n. d.). Retrieved from fletcherbuilding: [www. fletcherbuilding. co. nz](http://www.fletcherbuilding.co.nz)

(n. d.). Retrieved from searchcio. techtarget: [http://searchcio. techtarget. com/definition/ICT-information-and-communications-technology-or-technologies](http://searchcio.techtarget.com/definition/ICT-information-and-communications-technology-or-technologies)

(n. d.). Retrieved from bridgingthegap. com: [http://www. bridging-the-gap. com/help-a-ba-how-do-you-collect-requirements-for-a-reporting-system/](http://www.bridging-the-gap.com/help-a-ba-how-do-you-collect-requirements-for-a-reporting-system/)

(2014). Retrieved from stuff. co. nz: [http://www. stuff. co. nz/business/industries/10402430/Fletcher-Building-posts-solid-profit](http://www.stuff.co.nz/business/industries/10402430/Fletcher-Building-posts-solid-profit)

Akrani, G. (2011). production planning.

Fletcherbuilding. (2015, 02 18). Retrieved from [www. fletcherbuilding. com](http://www.fletcherbuilding.com): Fletcher building limited announced their half year result 18 Feb 2015. After tax their net earnings was \$114 million then \$154million as compared to the prior corresponding year. Their revenue was \$4, 327 million, up from \$4, 273 million

(nd). Retrieved from stuff. co. nz: [http://www. stuff. co. nz/business/industries/10402430/Fletcher-Building-posts-solid-profit](http://www.stuff.co.nz/business/industries/10402430/Fletcher-Building-posts-solid-profit)

(nd). Retrieved from investopedia. com: [http://www. investopedia. com/university/business-plan/business-plan6. asp](http://www.investopedia.com/university/business-plan/business-plan6.asp)

<https://assignbuster.com/fletcher-building-company-analysis/>

(nd). Retrieved from amanet. org: <http://www.amanet.org/training/articles/What-Is-Strategy-Execution.aspx>

(nd). Retrieved from balancedscorecard. org: <https://balancedscorecard.org/Resources/Strategic-Planning-Basics>

(nd). Retrieved from en. wikipedia. org: https://en.wikipedia.org/wiki/Organizational_communication

topmba. com . (nd). Retrieved from <http://www.topmba.com/mba-programs/what-operations-management>