

The motivational issues of dominos pizza business



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- Mentions

This undertaking proposal is been undertaken to look into the motivational issues of Dominos Pizza which is located on Queen Street, Auckland, New Zealand. This subdivision was made in the twelvemonth of 2009. This research is enormously valuable as it will supply an in deepness item of the beginning of the job which is impacting Domino`s Pizza. This research will precisely trap point the root of the job and harmonizing to the job mensurable determinations can be taken to decide it.

The research procedure I have used to garner primary informations is a combination of both qualitative and quantitative research. Where foremost is questionnaires which I distributed a set of inquiries to all the low degree direction employees of the company. Second I conduced an interview with Ishwar Chawla who is positioned as a Shift Manger. Then I did a literature reappraisal by shoping the cyberspace and garnering information from the company`s functionary web site. Then eventually while they were working I was detecting them on how they work and execute. After placing the job I distributed the questionnaires to the staff members to acquire it filled where there are entire 21 employees but merely 10 signifiers came back to me from the 12 I sent.

After garnering the important information such as the civilization and how things work in Domino`s Pizza ; which would assist me in my research through literature reappraisal. Then I used Maslow `s Hierarchy of Needs as every individual has different demands and they go from physiological or

rudimentss demands, safety demands, societal demands, esteem demands and self-actualization. From the entire figure of workers which is 21 the most workers in the concern are still on the physiological or safety demands as maximal figure of employees are parttime workers from which merely 3 of them are full clip employees in that subdivision of Domino` Pizza. Which creates a factor of occupation security because if there had to be any redundancy the first employees to be layoff will be parttime workers which could be a major demotivating factor to the employees. Then there is a list of strengths and restriction explained about the survey or research which I conducted.

I have explained the methodological analysis and the relevancy utilizing a direction theory and I have used four instruments such as interview, questionnaires, literature and observation. The theory I have used is Douglas McGregor ' s theory and I have besides drawn up a fishbone diagram for deficiency of motive (figure 3) . The Primary research consequences drumhead is demoing marks of motivational issues. There is a communicating job between employees. Then I analyze the informations based on the questionnaire consequences the employees are concerned about the communicating form that it should be done straight which means face to face instead than seting it on the notice board. Listed down possible solution and their possible effects. Then I related Herzberg - The Two Factor Theory with the findings which motive and hygiene factors.

In the decision and recommendation I suggested the possible solution to the job such as being more democratic and allow the employees put some input into the determination devising procedure. To acquire rid of holds and deficit

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of resources I suggest to follow the Just-In-Time construct. Which will avoid overstocking and will hold fresh stocks and it will doing the production procedure quicker and efficient.

Introduction:

Putting Of Undertaking:

This is a undertaking proposal and is been carried out to look into the motivational issues of Domino`s Pizza which is located on Queen Street, Auckland, New Zealand. This is a transnational company which is a fast nutrient eating house and this subdivision was established in the twelvemonth 2009. Domino`s Pizza produces pizza and has an image of fast bringing of the pizza and has a assortment of pizza. This company is established worldwide and has many subdivisions in New Zealand. This peculiar subdivision is a franchise and it has a multi-divisional construction. It has a decentralized and they have bureaucratic decision-making.

The construction will germinate over clip with the alterations in scheme, grade of variegation, geographic range and the nature of competition.

Research Problem:

The major job identified is Motivation. This is the factor that keeps the employees work expeditiously and efficaciously. Motivation affects the operations or undertakings carried out in the company. The company`s merely manner to be successful is by holding a healthy staff which is good motivated and enthusiastic with their functions in the company. Motivation keeps employees active and be productive in the undertaking they perform. I

besides have my personal involvement to making this assignment on my company.

The Importance of this Research:

This research is highly valuable as it will give an in deepness item of the cause of the job and happen out the beginning of the demotivation which is impacting Domino`s Pizza. This research will precisely trap point the root of the job and harmonizing to the job mensurable determinations can be taken to decide it. Domino`s Pizza is linked with providers where they purchase the ingredients (natural stuffs) such as pizza base, poulet, porc and much more. Use it to makeup the pizza`s. The absence of motive impedes the public presentation of the work force and hence they do n`t carry through successfully in order to run into their ends to do every bit much as net income as possible. in this state of affairs disposal rules of direction maps can be kept in topographic point. These maps are as follows:

Controlling

Forming

Planing

Coordination

Commanding

The above maps could be the solutions of the job as they may convey in some positive consequences to the company in footings of public presentation and the motivational degree of the crew. There can be certain

rehabilitative alterations to bit by bit extinguish these jobs which effects and accurate motive for squad to turn in the right class. These minor jobs need to be solved right now they become tremendous and travel out of control and lead to a devastation of the company if non taken immediate action.

The Aim and Purpose of the Survey:

The purpose of this research is to place the common concern jobs which in this instance is the motivational issues as it is impacting the company negatively.

To maintain the crew or work force extremely motivated and maintain on developing them with new accomplishments which will better productiveness.

Besides motivate them on an single degree to assist them carry through their personal and company ends or purposes.

To use and associate motive theories to the staff or employees and do production efficient.

The purpose of this research is to place the job, work out it and better on it.

To happen out the grounds behind the job which is doing it.

Methodology:

Research Procedure Used to Gather Primary Data:

The methods I used to roll up information is by four methods and I have combination of both combination of qualitative and quantitative research

which means there is both numerical values and statistics and deepness apprehension of behaviour and why they tend to act in that mode?

First was the questionnaires where I kept 10 set of inquiries and distributed between the 12 employees but I received back merely 10 questionnaires filled. This was to see the satisfaction degree of the employees with assorted facets of the company impacting their work and life. This will demo if the company is following the regulations and ordinances such a minimal pay and maximal figure of hours the employees are lead to work.

Second is the interview which was conducted with the Shift Manager of the Domino`s Pizza Branch on 5/205 Queen Street. The name of the director is Ishwar Chawla and he is working in Domino`s Pizza since last 4 old ages. I asked him a different inquiries but these inquiries where no wholly fixed as it was an interview. They would alter harmonizing to the reply of the director.

Third is that I used secondary informations or literature reappraisal which was utilizing the cyberspace to acquire some inside informations of the company`s ends, missions and values. Such as traveling to the official web site of the company which is ([hypertext transfer protocol: //www.dominospizza.co.nz/](http://www.dominospizza.co.nz/)) to hold some information about the company.

Last is through observation. I watched how the employees working coordinating and looking at undertakings which they were executing. I agree this method is non that accurate comparison to others as the employees make act otherwise if person is detecting. I did inquire a few inquiries face to confront to the workers (unpretentious inquiries) .

SWOT Analysis: Domino`s Pizza

Strength:

Location: it is located in the CBD which attracts maximal figure of clients.

Brand Name/ Image: it is a transnational company therefore it is good known and good established and does non to acquire established.

Fiscal: as they are good established and have high gross they do non hold to borrow money to put in its company for enlargement. It will insource and does non necessitate outsourcing to be done.

Technology: they have new engineering and equipment to do pizza quicker and of better quality.

Offers: new offers or advanced assorted pizza spirits are being launched to keep their gross revenues.

Failing:

Customer Service: they sometimes do non present the pizza in clip as specified.

Demotivation: the staff is non motivated so they are non working expeditiously.

Allotment of Resources: resources are non allocated or non set together decently. They run out of resources or toppings which delays the bringing clip.

Opportunities:

New types of pizza or spirits are being launched.

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Low monetary value compared to the rivals monetary values.

Bringing in new merchandises such as Lava bar and gems.

Menaces:

Competition: rivals of Domino`s Pizza such as Pizza Hut Hells Pizza.

Environment: the working environment is non fulfilling. The kitchen is non good managed.

Information about the Size of the Sample Population and Its Adequacy:

After placing the job I distributed the questionnaires to the staff members to acquire it filled where there are entire 21 employees but merely 10 signifiers came back to me from the 12 I sent. This means 83.33 % of adequateness trying size was received of the employees received and the remainder 2 signifiers were non given back. This took a batch of clip due to tight agendas.

Figure Pie Chart – What make the employees feel about the on the job condition
Statistical Techniques:

Harmonizing to the questionnaires it shows that most of the staff voted for the figure 4. Which means that they feel it is good which is 60 % in percentage. no one kept 1 nor 5 as their evaluation. 30 % of the employees rated 3 and 10 % rated 2. This means merely little per centum of the employees are demotivated from the factor of working status. The manner is 4 as it appeared the most.

Literature Reappraisal:

After holding an elaborate position of the web site of Domino's Pizza

([hypertext transfer protocol: //www. dominospizza. co.](http://www.dominospizza.co.nz/corporate/inside/InsideDominos.aspx)

[nz/corporate/inside/InsideDominos. aspx](http://www.dominospizza.co.nz/corporate/inside/InsideDominos.aspx)) . I found out about their vision, mission, nutrient safety and many more important information about it which would assist me in my research. It explains its civilization and how things work in Domino's Pizza.

Figure Maslow ' s Hierarchy of Needs I will be utilizing Maslow ' s Hierarchy of Needs as every individual has different demands and they go from physiological or rudimentss demands traveling upwards towards self-actualization. Most employees in the company are still on the physiological or safety demands as most these employees are parttime workers. Merely 3 employees are full clip employees in that subdivision of Domino` Pizza.

Therefore occupation security is non truly at that place because if there was cost film editing to take topographic point so the parttime employees will be the first 1s to be layoff. Which implies that the employees are non motivated and they are ever looking for another occupation and they are lodging to this occupation merely to fulfill their basic needs. C:

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Once the employees have satisfied their basic demands which is nutrient, shelter so they would do certain that their occupation is secured. If they are assured that their occupations will non be lost and the company needs them so they will travel towards societal demands. Which means doing new friends acquiring along with co-workers and working as a squad together which will work out the job of delayed bring forthing and presenting to the client.

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Working together to run into the mark faster than expected and receive inducements from the difficult work deployed into the work through squad work. Then they go for regard demands which is acknowledgment, repute and attending any many more. Then eventually is self-actualization where he or she wants more duties and wants everyone to swear him or her.

Strengths and Restrictions of the Survey:

Strengths:

The people who are working are really concerted and are taking out clip to make full up the questionnaires I handed them.

The director had given me entree for a hebdomad and I could come at any clip for making my research which gives adequate clip to complete my research easy.

As some of my friends work in this company it is easier for me to take important and elaborate information for the research.

As the company is non immense so the information aggregation subdivision is done really rapidly. This means less clip wasted.

Restrictions:

Not all the employees are available at the same clip as they all have different displacements and different times they come to work for. Which makes informations aggregation more clip usual.

The director is non ever available.

During observation people were moving otherwise as they knew that they are being watched. Which may hold given deceptive consequences.

Not all information was exposed or shown to me and was kept near.

Methodology and its Relevance Using Management Theory:

I have used four instruments such as interview, questionnaires, literature and observation. I gave the questionnaires to the 12 employees working in the little subdivision of the Domino`s Pizza on Queens Street in which I received 10 questionnaires out of 12 back. Then I did a personal interview with Ishwar Chawla and before making these two I did an cyberspace research over Domino`s Pizza merchandise scope and offers. Then while they were working I was detecting them of how they were executing their undertakings and I would inquire some simple and speedy questions or inquiries while they were working.

Figure – Fishbone Diagram

Figure 3: Fishbone Diagram for deficiency of Motivation

I will be utilizing Douglas McGregor ' s theory harmonizing to my research Theory X lucifers or tantrums in good. The directors of Domino`s pizza leans towards more upon theory X so Y. This means at that place less engagement of employees and more mandate. Where the workers would seek to avoid work and be really lazy and do non desire any duties therefore they have to be pushed to work for them to work or execute expeditiously. This shows that the employees are extremely demotivated. The director is of a Theory X.

Figure McGregor Theory X and Y

Figure 4: McGregor Theory X and Y: Degree centigrade:

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Harmonizing to the program I reviewed the information from the cyberspace and the studies and harmonizing to the program I had to take at least 5 questionnaires and I have done entire 10 and I performed the interview as good and even the observation procedure. I had a clip period of merely a hebdomad and the program was of 5 hebdomads. I managed to set about all the undertakings in 6 yearss as they were really concerted and helpful with my research.

This boosted my informations aggregation for my research as I did it 4 hebdomads earlier which gave me more clip to analysis the job in manus and calculating out how to work out it.

The relevancy of the concern job which possibly deficiency of motive could be solved through this research. This could besides increase the productiveness of the company and go more expeditiously. If they have any clip direction issues ; so that issue could be amended by my research consequence. This could besides give solutions of maintaining the organisations employees efficient and this means less resources wasted and all the resources will be allocated.

The organisation will acquire an thought of how to actuate the employees. This means they will happen out the motive factor. This will assist to better your end product and that will increase your net income as the disbursals reduced. This research will assist the directors to better understand their employees and makes it easy for pull offing the workers more expeditiously.

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Consequences and Discussion:

Primary Research Results Summary:

The survey is demoing marks of motivational issues. There is a communicating job between employees and there is more of bossy leading taking topographic point which means no interaction and part in the determination devising procedure.

They merely have to follow orders which could be a job. They have late renovated the topographic point and they have made it smaller so before which is doing the work topographic point little and uncomfortable. Keeping the employees demotivated as the working environment is unpleasant.

Some employees are truly working hard but they are non being recognized as they are supposed to. The employees are non told or informed about the long term programs ; they are merely told about the short-run. The employees are non being recognized for their occupation good done and the director is non satisfied with the public presentation of the workers.

There is merely one manner communicating which means no part of the employees to the concerns determination devising procedure. This will do them experience priceless and unwanted by the company which can take serious demotivation and cut down productiveness and quality of the production. This would maintain the labour turnover high.

Analysis of Datas:

Based on the questionnaire consequences the employees are concerned about the communicating form that it should be done straight which means <https://assignbuster.com/the-motivational-issues-of-dominos-pizza-business/>

face to face instead than setting it on the notice board. They besides prefer to hold a bigger work topographic point so that they can freely travel. They besides complained about the cleansing process as the work topographic point gets really soiled. They clean every 2 hours. They want the company to introduce some new vegetarian pizza`s for the vegetarian clients. The employees should be given more staff price reduction as they are working for the company. This will do them experience that they belong someplace and they will be motivated and become more productive which may better the public presentation and gross revenues of the subdivision.

Possible Solution:

There are peculiar things which motivates them such as good aptitude and a larger and comfy topographic point to work at.

The direction ways must be modified at land degree.

A batch of importance is required for smooth communicating procedure.

They should acquire a bigger one on the job topographic point.

There should present some touchable inducements and grasp for the work will done of the employee.

Possible Consequences:

More services will lift costs but as they will acquire motivated and work more expeditiously which will increase net incomes. This means in the long-run it will be good.

They should supply some preparation to the workers so that they can go more effectual.

This means it will cut down the clip ingestion and go specialized in their work.

Herzberg - The Two Factor Theory:

Where there is a motive factor and hygiene factors. Motivation factors such as accomplishment should be recognized so that the employee is willing to execute once more as he will be recognized for his work good done. They should supply duties to the employees so that they feel valuable and allow them give some input in the determination devising procedure. Some employees are working really hard and non being recognized so they should present him or her by giving inducements or give publicity and this will supply personal and place growing.

The hygiene factors are factors which have a large function in actuating the staff as it links the concern and the employees together. The director should hold interpersonal accomplishments so that they have good interpersonal relationship with the employees. If the employees are supervised they tend to work harder that is why roll uping information through observation is non ever accurate.

The positive factor with Domino`s Pizza harmonizing to the employees is that the salary or pay rate per hr is good but many ailment that they work excess hours when you have to shut the eating house and they do non acquire any

excess wage for the hours worked which can take to demotivated staff. But the staff who closes the eating house can take the excess pizza`s left.

Conclusion & A ; Recommendation:

After the methodological analysis, the consequences & A ; treatment the job has been identified and in his I will supply the possible solutions to get the better of the job. These jobs have been identified and confirmed by the interview, questionnaire and observation.

The director does non supply the long term programs which they should supply. They should supply both short-run and long-run programs so that the employees know what is traveling on in the company. The employees need to be motivated so that the usage their full potency as the directors want. The director does non give any touchable awards or inducements. He should give a gift even if it is little but that gift will be valuable for the employee as it will be an grasp item.

The director should non merely see the public presentation, he should besides see the attempt he or she is seting in her work and measure the employee foe the employee. There is no much part of staff because the orders come from top degree direction and those instructions need to be followed ; in this instance they have to convey in some engagement as they may supply really good thoughts to the company and they we fell wanted by the company which will increase their assurance the manner they work. Training should be supply on a regular basis so that the employees are productive all the clip and resources are non wasted. This will be good as they employees will go multi-tasking.

The intent of this research is to get the better of the jobs which are impacting the public presentation and this research is chiefly based on the motivational factors which is one of the major portion of productiveness. If the employees are non motivated so they will non set any attempt in their work and this can take to low quality production. Where quality control is concerned new equipment are needed and this will cut down wastage and utilize resources expeditiously. Staff should be provided with one-year fillip and measure them for their work good done. The director should hold a good relationship with the employees to cognize the employees demands and maintain changeless communicating between the director and the low degree direction. The director should invariably give marks to his subsidiaries and give some duties so that they would work for it as if it is their ain concern.

They should be trained invariably to inherit them with new techniques and tactics to execute the undertakings and seek to maintain rotary motion on the undertakings so that they do non acquire bored of making the same undertaking once more and once more. They should throw an one-year party for the staff as an grasp of the attempt put into their work. This will maintain them happy and maintain positive environment around the on the job topographic point.

The jobs should be prioritize ; the 1s which require blink of an eye or immediate attending should be solved such as paying excess wage for the excess hours they work for when shutting the eating house and acquire bigger kitchen and topographic point for the clients sit and have their pizza`s. the employees should be recognized for their difficult work.

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They should follow the Just-in-time. Is a production scheme that attempts to develop a concern return on investing by cut down in-process stock list and associated carrying costs. To run into JIT aims, the procedure relies on signals between diverse points in the procedure, which tell production when to do the undermentioned portion.

They should use merely in clip as this will increase the velocity of production of pizza`s and the job of running out of toppings or resources on cavity clip will be solved because merely before the resources finish the following batch will come in. This will cut down the clip wasted in waiting for the resources. This will better the bringing clip and maintain the clients satisfied. This will cut down congestion which is created at tiffin clip and weekends.

They should spread out the work topographic point and acquire more employees because when there is a batch of clients it becomes really hard to do the pizza as they are understaff. They should employee more full clip workers so that they can provide the demand wholly.

Mentions

^A Herzberg, F. I. 1987, ‘ one more clip: How do you actuate employees? ‘ A Harvard Business Review, Sep/Oct87, Vol. 65 Issue 5, p109-120 (note: the mention to gross revenues Numberss is in the abstract written by the editors.)

^A Feder, B. J. 2000, “ F. I. Herzberg, 76, Professor and Management Consultant ” , A New York Times, Feb 1, 2000, pg. C26. Available from: ProQuest Historical Newspapers the New York Times (1851 – 2003) . [October 28, 2006] .

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^A Herzberg, Frederick (1959) , A The Motivation to Work, New York: John Wiley and Sons, A ISBN 978-1-56000-634-3

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