

# Generoso pharmaceutical and chemicals inc essay



**ASSIGN  
BUSTER**

Management and Leadership : Generoso Pharmaceutical Company Abstract :

This paper examines the management and leadership of David Generoso to Generoso Pharmaceutical Company in order to become productive and successful . This paper will discuss the following : First this paper will examine the roles and responsibilities of leaders in creating and maintaining a healthy organizational culture . Second , paper will differentiate between management and leadership . Third , this paper will describe the roles that organizational managers and leaders play in creating and maintaining a healthy organizational culture .

Fourth , this paper will explain how the four functions of management support the creation and maintenance of a healthy organizational culture . Finally , this paper recommends at least two strategies that organizational managers and leaders can use to create and maintain a healthy organizational culture . This research paper in an organization or in any business enterprise management should be fused with leadership . Management would not be effective if managers do not know how to lead his ' her subordinates .

Managers should know how to influence and motivate their employees into doing the right and the best thing for the company .

Being the president David was in charge in meeting and dealing with the different suppliers of raw materials , finished products and packaging supplies . He is also the one who always travels abroad in search of new technologies and breakthroughs in the fields of pharmaceutical

Generoso Robert Reyteran  
Prof. Alberto Cayco BSA-II september 23, 2009 Case 1 Generoso

Pharmaceuticals ; Chemicals, Inc. Statement of the Problem To determine

the possible actions the Generoso Pharmaceuticals ; Chemicals, Inc. should take in order to stay in competition and where to find additional capital.

Areas of Consideration (SWOT ANALYSIS) Strengths \* Liquidity of the Company \* Ready for expansion \* A wide supply for raw materials Conservative cash management policies Opportunities \* A good project \* Contacts in the Us who provides supply \* A large area for expansion Weaknesses \* Expansions are too costly \* Lack of additional capital \* Poor management Threats \* Stability of the economy \* Risky project because its too costly \* Fast turnover of participants in the industry Alternative Courses of Action 1 .

GPC can borrow money from banks or other financial intermediaries, and they can hire Filipino chemist who is less expensive but still has the quality. Advantages: a. It will be less risky b. It will cost less and support our Filipino chemists Disadvantages: a. Its quality is at risk 2. GPC should accept the project. Advantages: a. It will make the company stay in competition b. Creditors will provide the needed budget a.

It is too costly and risky 3. GPC should not accept the project and stay small a. It will cost less and less risky for the company a. It will not make us competitive Recommendation I therefore recommend that the best alternative action is to accept the proposal of the project for Generoso Pharmaceuticals ; Chemicals, Inc. in order for them to stay in competition and reputation.