

Discussion question

Business



Managing Organizational Change Managing Organizational Change One works at a popular personal care company which sells lotions, colognes, hand soaps, and hand sanitizers, among others. Having worked with the company for almost two years, one would like to propose some major organizational changes. One major change which one would like to propose to management is that they should look at the possibility of expansion by opening up franchise stores. Although the company has 1,600 stores nationwide at present, one thinks that it is not maximizing its market exposure. The trend now is towards globalization and it is one's belief that for the company to survive, it must tap the international market. If the company will just rely on company-owned stores, it will not be able to achieve the international exposure that it needs. One believes that franchising is the key to increasing the company's market share worldwide. It will not be financially draining for the company unlike if company-owned stores are established.

Another major organizational change which one proposes is for the company to require their store managers to conduct weekly meetings with the sales staff. This is being suggested because one believes that the sales staffs are the people who would know exactly what the customers want. At present, the sales staffs are not consulted about the scents or products that the customers prefer. One believes that management should give importance to the sales staff by asking feedback from them. This could be done through the weekly meetings. Furthermore, this will motivate the sales people more because they will realize that their opinions are important to the company. The organizational changes proposed above will hopefully help the company improve its profitability and at the same time lead them to the road towards

global success. The implementation of the suggested changes may take some time but it will definitely benefit the company in the long run.