

Akbar brothers



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This essay consists of an introduction to the business and its functions, the previously used and currently using technologies, advantages of using technology, threats posed towards the company due to the introduction of new technology, and how Lewin's model of change has helped the company to consistently manage changes. Ceylon tea has been consumed globally since they produce some of the finest tea in the world and this is a family that has been involved with tea since its introduction to Sri Lanka. According to Akbartea website (1867) Tyeabally Sheikh Hebtulabhoy's grandsons- Abbas, Abid and Inayet Akbarally formed Akbar Brothers in 1969.

Within 3 years Akbar Brothers succeeded in making significant breakthroughs into major tea markets in the Middle East, and elsewhere. As mentioned on Akbarbrothers corporate Website (2009) they currently export to over 91 countries. The site further explains that Akbar Brothers Limited was incorporated in 1972. With 40 years of experience in tea industry, their father retired from the Chairmanship of Hebtulabhoy's & Co. , to join the founders. For 14 consecutive years since 1992, Akbar Brothers Limited has been acknowledged as the biggest Sri Lankan tea exporter.

According to Akbarbrothers Corporate Website (2009) " Akbar" became the flagship brand of finest Ceylon tea from Sri Lanka and received the prestigious " lion" logo. As to Akbarbrothers Website (2009) every second, over 300 cups of Akbar tea are consumed over the world. And the Website also states that 4% of the contribution towards the Sri Lankan GDP is by Akbar brothers. " Akbar brothers consist of over 700, 000 sq. feet of commercial office and warehousing space and they are strategically located in close proximity.

They are now dealing with hydro and wind power generation, pharmaceutical equipment, etc. (Akbarbrothers, 2009) According to Akbarbrothers (2009) State of the art machinery from Germany, Italy and Japan handle the fully automated process of tea cleaning, blending, flavouring and packaging. They have their own factories for manufacturing. Each of these facilities hosts its own tea testing laboratory to ensure that the quality of tea is maintained at every stage. Source: Akbarbrothers. Ik (2013) According to (Balasigam, 2013) Akbar brothers were using ACC pack software to run their systems until last year. Since then they have been using a software called ISS (intelligent software solution).

As mentioned on ISS Corporate Website (2013), it is a multi-faceted software to building intelligent applications that could solve complex problems.

Akbarbrothers. Ik (2009) states that ' Akbar Brothers' is equipped with the latest communication facilities to monitor the warehousing; processing and production detail of the company's other processing centers. The site further describes that their in-house Computer and Data Processing Department manages the Group's sales, purchases and stock levels via an advanced inventory system (ISS). Both, the tea bagging as well as tea packing facilities are ISO 9002 and HACCP certified.

Akbar brothers have their own transport facilities for tea transporting. All these vehicles are constantly maintained for efficiency and cleanliness by the company's own qualified technical staff. Technology has helped Akbar brothers to manufacture different types of tea flavours, including some of the most exquisite flavours such as Raspberry, Apple, Strawberry, Black Currant, Grape, Wild Berries, Mixed Fruit, Tropical Fruit, Cherry, Peach, Earl Grey and

Caramel flavours, etc. (Akbarbrothers. lk, 2009) When it comes to tea, it's not just the variety of flavours they are concerned about.

They have been able to manufacture “ herbal tea that could actually provide us with health and medicinal benefits. This tea is comprised of dried flowers, medicinal roots, mint, camomile and rosehips. Each blend is finally checked by one of the senior tea tasters and or by an Akbar family member. ”

Akbarbrothers(2009) Source: Akbarbrothers. lk (2013) As to Akbarbrothers Corporate Website (2009) their package designing and printing tea bags are produced by Flexiprint (Pvt) Ltd and Mosaic Art (Pvt) Ltd. , using state of art machinery specialized for printing and packaging.

Flexiprint is a BOI approved venture engaged in the manufacture and printing of tea bag tags, envelopes and flexible packaging material. Serving the packaging needs of export-oriented Sri Lankan companies and tea bag manufacturers worldwide. They use state of art machinery specialized for printing and packaging. Source: Akbarbrothers. lk (2013) Lewin's model of change consists of three changes. Unfreeze, change and refreeze.

Unfreezing is the most difficult part of this strategy, during this you should be able to convince the employees or the staff to get rid of the existing process and follow a new process.

Most people find it difficult to adapt to new methods since they are familiar with the existing process, so you should be able to convince them by showing the necessity for a change, making a desire on them to follow the new process. Once they are ready for a change it is quite easy to explain what kind of behaviour is required, now you can gain the participation of the

staff to discuss and come up with a solution. Once you have executed a plan you can take the required measures to change to the new method. (Cole, 1995) Source: Web-books (1950)

As to (Balasigam, 2013), when the ISS software was introduced to replace ACC pack software, most of the employees refused to change because many had decades of experience using ACC pack. Then the company brought ISS representatives and put one in charge of each department to train the staff to get familiarize with the software. During the training they used both the softwares and the representatives kept continuing to train the staff for approximately three months until the requirement for training became unnecessary.

Once this was achieved, people started to realize the benefits of using ISS. Then they stopped using ACC pack and continued using ISS software. According to (Balasigam, 2013) another change occurred when new machines for manufacturing tea was brought from Germany. Again the employees found it difficult to cope up with the complexity of the fully automated machines. Representatives were brought from Germany to train the employees. This training carried out for three months until all workers acquired the required skills to run the machines.

Currently employees find the new machines more convenient. For both the above examples the manager has used “ empirical-rational strategy” by chin and Benne (1976). Here he has brought representatives to guide the staff to get familiarize with the software and the machines. These changes have helped the company to become more efficient in manufacturing products

and thus have proven to be vital decisions. Akbar brothers have never seen technology as a barrier, but as a breakthrough. Bringing fresh insight and offering better jobs to those who are willing to take a step towards the future.