

# A report on welcome break group ltd

Business



Welcome Break Group Introduction The Welcome Break Group is an international UK based company that operates vehicle service stations and hotels. The company was established back in 1996 (Duedil, 2014). It has seven directors. David Willock is the director in the Information Technology department.

A system by the name SuccessFactors (Saran, 2012) is making everything in the company enjoyable. It has enabled the use of cloud-based Human resources that improve its operations. However, most of its activities are still manual; this system is propelling it to greater heights. This project as described by Willock will improve automation of services, efficiency, and accuracy in data approximation among others.

The company is looking out to implement strategic initiatives that will boost the company and bring out the internal talents (Peene, 2013). This will be effective through training employees so that they can be in a position to handle all its business units. This will make their operations effective since customers will enjoy services provided to them by experienced individuals. The HR department is very important to the growth of the company (Nichols, 2013). In the case study, it is evident that this department is on the move to automate its services. This is good to both the company and employees. Since none of the employees is losing out their job positions, it good to use the SuccessFactor system.

I have learnt that a company has to start small before it can realize its full potential. While we see Welcome Break as a huge company in the motorway industry, it has a very humble background. Efforts, determination, strong leadership and a good working environment are essential to growth.

Conclusion

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David Willock gives a great conceptualization of ideas behind the company's prosperity. Through it, we are in a position to identify the successes and future strategies that are good for company growth.

Work cited

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