

Evaluation of organisation styles for gap inc



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In bureaucratic organization all the powers and responsibilities are kept by head office of the organization. All the decisions are made at one place. This is an example of centralization.

Non-Bureaucratic Organization:-

In non-bureaucratic organization all the powers and responsibilities are distributed to the branches. All the decisions are made by the branch according to their need. This is an example of decentralization.

Difference Between Bureaucratic & Non-Bureaucratic Organization:-

Distribution Of Powers

Decision Making

Motivation

Customer Relationship

Innovative Behavior

Distribution Of Powers

In bureaucratic organization all the powers are kept by the head office.

In non-bureaucratic organization all the powers are distributed to different offices.

Decision Making

In bureaucratic organization decision making process is slow because the power of decision making is kept by the head office.

In non-bureaucratic organization decision making process is quicker because the power of decision making is distributed to local offices.

Motivation

In bureaucratic organization employees are not motivated because they have to wait for head office to make any decision.

In non-bureaucratic organization employees are motivated because they have the power to make any decision according to their needs and they don't wait for head office response.

Customer Relationship

In bureaucratic organization high level management have not direct relationship with customers that may lead to not make decision according to customers need.

In non-bureaucratic organization subordinate managers have direct relationship with customers than may lead to make decision according to customers need.

Innovative Behavior

In bureaucratic organization higher management have no enough time to discover new ideas to expand business.

In non-bureaucratic organization higher management have enough time to discover more ideas.

Gap Inc:-

History:-

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Doris and Donald Fisher opened the first Gap store in San Francisco in 1969. Now Gap Inc. is one of the world's largest specialty retailers, with approximately 4000 stores in all over the world and generate revenue of \$14.2 billion in 2009. Gap inc. operates five of the most recognized apparel brands in the world (Gap, Banana Republic, Old Navy, Piperlime and Athleta). Gap focus on providing new trend and fashionable cloth in the market before it competitors. That's the main reason of success of Gap Inc.

Suitable Management Style for Gap Inc.:-

Non-bureaucratic style is more appropriate for Gap Inc. because of its nature of business and has many branches all over the world. It's very difficult to manage the organization from one place.

Following are some reasons which show why non-bureaucratic style is appropriate for Gap Inc.

Decision Making

Burden Of Work

Motivation

Division Of Work

Decision Making

Gap Inc. has many stores in different countries, and trends and fashions are different in every country. Nature of the business is seasonal and fashions are changed with season so its batter for Gap Inc. to adopt non-bureaucratic

style that lead to managers to make quick decision and fulfill the customers need.

Burden Of Work

If Gap Inc. adopt non-bureaucratic style, it decreases the work load of higher management and they make more appropriate business strategies and plans.

Motivation

Motivation of employees is key factor of success of any business, in non-bureaucratic organization managers and other staff know that they are making decisions for themselves and accountable for their decisions.

Division Of Work

By using non-bureaucratic style, work of Gap's head office is divided between stores due to this the progress of each store improves.

Advantages And Disadvantages Of Non-Bureaucratic Style In Gap Inc.:-

Advantages For Gap Inc.

Following are some advantages of non-bureaucratic style for Gap Inc.

Motivation

Decision Making

Managerial Skills

Division Of Responsibilities

Utilization Of Time

Motivation

By using non-bureaucratic style in Gap Inc. staff of each Gap store can take apart in decision making process, and can make decision according to current situation, this participation in decision making process motivate the employees.

Decision Making

By using non-bureaucratic style in Gap Inc. the decision making process become more quicker because they don't have to wait for head office reply before making any decision.

Managerial Skills

By using non-bureaucratic style, Gap Inc. can develop more managerial skills in staff. When staff feels that they are a part of the organisation and organisation can take care of their employees the they can do their work more efficiently.

Division Of Responsibilities

By using this style, responsibilities are divided in different employees. This division can reduce the burden of work work among the managers.

Utilization Of Time

By using non-bureaucratic style, the higher management can save his precious time and utilize it in more productive work and can focus on enhancement of business.

Disadvantages For Gap Inc.

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Following are some disadvantages of non-bureaucratic style for Gap Inc.

Lack Of Managerial Skills

Abuse Of Authorities

Lack Of Goal Congruence

Hire More Staff

Lack Of Managerial Skills

It might be possible that low level manaregs are not able to tke decision according to situation and can make wrong decisions.

Abuse Of Authorities

Authorities are distributed among the stores in this style, due to distribution of authorities staff of stores can miss use their given authorities. Due to this dispute arises among the employees.

Lack Of Goal Congruence

By using non-bureacratic style in Gap Inc. every store manager can set their own targets and objectives. They can forget the company's objectives.

Hire More Staff

By using this style work load can increase on every store that's why they need more staff to handle the the work load. This process is more costly and time consuming.

Skills Required For Management Work:-

Its very difficult to list the management work according to their importance because every work has their own importance and it vary from organization to organization. Followings are some skills required for management work.

Planning

Leadership

Communication skills

Presentation skills

Decision making

Self confidence

Interpersonal skills

Planning

It is very important for a manager to have planning skill. If a manager is a good planner and have complete knowledge about company's objective then he can perform better more efficiently and effectively.

Leadership

It is very important for management work to have leadership skill, if a manager is a good leader then he can manage his employees easily.

Communication Skills

In now day communication plays very important role in success of any organization. Manager must have good communication skill because he has to communicate organizational goals to the employees.

Presentation Skills

It is very important for a manager to have good presentation skill and must have complete knowledge of his presentation.

Decision Making

Decision making skill is very important for management work. A good manager must be a good decision maker. He can make right decisions according to current situation.

Self Confidence

It is very important for a manager to have confident on himself in every condition. He must not loss his confidence in difficult situation.

Interpersonal Skill

A manager must have good interpersonal skills, ha must maintain a good relation with his employees and customers as well. If an employees face any problem then hee can contribute to solve his employee's problem.