

Organizational beliefs essays example

[Business](#), [Company](#)



Mercedes Benz is a global automobile company dealing in different types of automobiles ranging from bicycles, motor bicycles, personal vehicles, and organizational vehicles to sports cars. Mercedes Benz operates in many countries and it mainly sells through business demand policies. The organizational beliefs in the company essentially place the company in the global business scenario because of their universal nature. However, most of the organizational beliefs rest with the people dealing with marketing and sales. The company deals in production and sales of automobiles to various people and organizations worldwide. The organizational structure of the company mainly relies on global diversification as the company has offices in over 60 countries in the world all under regional or national management (Kurylko, 2014). However, the company has a central management team, which makes overall decisions relating to the global brand of the business. This paper analyzes the organizational views prominent in Mercedes Benz with the aim of understanding the differences that these beliefs create in the marketing strategy of the business.

Mercedes Benz is successful because of a number of factors. First, the persistence on quality rather than quantity in the company contributes immensely to the success of the business (Kurylko, 2014). Many people trust the brand from the company because it insists on quality unlike other companies that may compromise their quality to suit the business. However, Mercedes Benz insists on the maintenance of the quality of their brands hence they stand out in the business as a leader in manufacture and distribution of automobiles. The company also succeeds because of an investment in goodwill. The relationship between Mercedes Benz and the

business helps the company a lot. Many people relate with the company through corporate social responsibility and sponsorships in sports and later turn out as customers. Personally, I want to work for a company that provides the opportunity to develop as Mercedes Benz does. Every employee has a chance to develop through the organizational structure through production of high quality work and ethical superiority.

The business believes in centralized decision making about brand development and new products in the business. This is an organizational belief that I encourage change because of the business nature served (Kurylko, 2014). Mercedes Benz serves a large business with huge demands that require quick decision-making and immediate strategic delivery.

However, due to the organizational belief in management centralization, the decisions on the business delay making the business lose part of its returns. I encourage the management belief to change because if the business diversifies decision-making and empower managements in other countries, the company will increase the business share in many countries. Increase in business share will denote an increase in revenue and public relations in related countries.

The business also believes in quality management as opposed to quantity techniques in many companies. Most of the companies believe that management values accelerate against the amount of produce that the management delivers. Management must observe high standards to increase revenue for the business. Most businesses believe in the value management theory because most of the business players value the business based on the amount of their produce. However, Mercedes Benz

values the management differently. Management at the company rates depending on the business retention rate and the quality standards of the output. I encourage this to change because, with increasing amount, differentiation can facilitate increased sales. This will result to an increase in the business's revenue. The company should not withdraw its focus on value and quality produce. However, the focus should digress to cover high amount of produce to enhance the business capitalization rate for the business.

I believe in piece-rate management strategy. This policy requires that an individual in the management should get rewards based on a piece of revenue addition that he or she brings to the business. Through this payment system, a business can increase the value added to the business from different employees or managers through introduction of incentives to encourage productivity among the employees (Kurylko, 2014). However, I encourage this faith to change due to two factors. Firstly, measuring the productivity of people working on chain products proves difficult when using this model. For example, in Mercedes Benz, production of the automobiles happens through a series of events managed by different people.

Distinguishing the activities of one of the people on the chain and claiming that he or she performed better than the others will appear discriminatory to the others thus the system will fail. Second, some of the people in management do not take direct roles in the production or value creation in the business like the chief executive officer. This means that rewarding them based on such value creation will put them at a disadvantage, meaning that the system will not work efficiently.

Concisely, Mercedes Benz is one of the best automobile companies in the world. It produces and business automobiles in different business in terms of need sensitivity and quality maintenance in production. The company succeeds due to strong beliefs in management ethics and competency as well as persistence on quality production.

References

Kurylko, D. T. (2014). Mercedes-Benz expects GLA to be hot, scarce. (Mercedes-Benz USA Inc)(Brief article). Automotive News