

The business demographics of the company adidas



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The organization which I have selected is Adidas in New Zealand. Adidas is a major German based sports apparel manufacturer and parent company of the Adidas group, which consists of the Reebok Sportswear Company, Adidas Golf Company and Rockport. Besides sports footwear, the company also makes other products such as bags, shirts, watches, eyewear and other sports and clothing related goods. The company is the largest sports manufacturer in Europe and the second biggest sports manufacturer in the world after its US rival.

Adidas Company mainly works under clothing and consumer goods service. It is founded in 1924 but the company has been registered in 1949. The founder Adidas is Adolph Dassler and its main headquarters is in Herzogenaurach, Germany. The operating income for Adidas in 2009 was 508 million and the profit was 245 million in 2009. The total number of employees worked under it are 39,600 approximately up to the end of 2009.

The company's clothing and shoe designs typically feature three parallel bars, and the same motif is incorporated into Adidas's current official logo. The stripes were bought from the "Finnish sport company" Karhu Sports in the 1950s.

1. Business demographics

As in every business the problem of communication is always there. National and international communication is the main barrier in business demographics. Following are the communication barriers which come in business –

Sender oriented barriers:

It can be either voluntary or involuntary. At any cost, efforts should be made on the part of the sender to identify and remove them. Some of the barriers that are sender oriented are:

Badly expressed message: concrete ideas and well structures message

Loss in transmission: correct choice of medium or channel

Semantic problem: simple words and accurate understanding of intension

Over/under communication: quantum of information should be right

' I ' Attitude: avoid I attitude

Prejudices: mind free of bias

Receiver-oriented barriers:

Poor retention: jot down points

Inattentive listening: improve concentration

Tendency to evaluate: delay evaluation

Interest and attitudes: develop interest

Conflicting information: confirm with feedback, clarify

Differing status and position: encourage juniors to come up with ideas and listen

Resistance to change: be flexible

Refutations and arguments: enter into healthy discussions

2. Organisational goals –

1. Unless management comprehends and fully supports the premise that organizations must have high degrees of communications (like people needing lots of water), the organization will remain stilted. Too often, management learns the need for communication by having to respond to the lack of it.

2. Effective internal communications start with effective skills in communications, including basic skills in listening, speaking, questioning and sharing feedback.

These can developed with some concerted review and practice. Perhaps the most important outcome from these skills is conveying that you value hearing from others and their hearing from you.

3. Sound meeting management skills go a long way toward ensuring effective communications, too.

4. A key ingredient to developing effective communications in any organization is each person taking responsibility to assert when they don't understand a communication or to suggest when and how someone could communicate more effectively.

3. Organisational culture and ethics –

Communication ethics is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is

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relevant to the conduct of individuals and business organizations as a whole.

Applied ethics is a field of ethics that deals with ethical questions in many fields such as medical, technical, legal and business ethics.

Communication ethics can be both a normative and a descriptive. As a corporate practice and a career specialization, the field is primarily normative. In academia descriptive approaches are also taken. The range and quantity of business ethical issues reflects the degree to which business is perceived to be at odds with non-economic social values. Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia.

4. Management of knowledge resources –

Knowledge management in communication comprises a range of strategies and practices used in an organization to identify, create, represent, distribute, and enable adoption of insights and experiences. Such insights and experiences comprise knowledge, either embodied in individuals or embedded in organizational processes or practice.

An established discipline since 1991 (see Nonaka 1991), KM includes courses taught in the fields of business administration, information systems, management, and library and information sciences (Alavi & Leidner 1999). More recently, other fields have started contributing to KM research; these include information and media, computer science, public health, and public policy.

Many large companies and non-profit organizations have resources dedicated to internal KM efforts, often as a part of their ‘ business strategy’, ‘
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information technology', or 'human resource management' departments (Addicott, McGivern & Ferlie 2006). Several consulting companies also exist that provide strategy and advice regarding KM to these organizations.

Knowledge Management efforts typically focus on organizational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organization. KM efforts overlap with organizational learning, and may be distinguished from that by a greater focus on the management of knowledge as a strategic asset and a focus on encouraging the sharing of knowledge. KM efforts can help individuals and groups to share valuable organizational insights, to reduce redundant work, to avoid reinventing the wheel per se, to reduce training time for new employees, to retain intellectual capital as employees turnover in an organization, and to adapt to changing environments and markets

5. Group dynamics –

Communication dynamics is the study of groups, and also a general term for group processes. Relevant to the fields of psychology, sociology, and communication studies, a group is two or more individuals who are connected to each other by social relationships. Because they interact and influence each other, groups develop a number of dynamic processes that separate them from a random collection of individuals. These processes include norms, roles, relations, development, need to belong, social influence, and effects on behaviour. The field of group dynamics is primarily concerned with small group behaviour. Groups may be classified as aggregate, primary, secondary and category groups.

In organizational development, or group dynamics, the phrase “ group process” refers to the understanding of the behaviour of people in groups, such as task groups, that are trying to solve a problem or make a decision. An individual with expertise in ‘ group process, such as a trained facilitator, can assist a group in accomplishing its objective by diagnosing how well the group is functioning as a problem-solving or decision-making entity and intervening to alter the group’s operating behaviour.

Because people gather in groups for reasons other than task accomplishment, group process occurs in other types of groups such as personal growth groups (e. g. encounter groups, study groups, prayer groups). In such cases, an individual with expertise in group process can be helpful in the role of facilitator.

Well researched but rarely mentioned by professional group workers, is the social status of people within the group (i. e., senior or junior). The group leader (or facilitator) will usually have a strong influence on the group due to his or her role of shaping the group’s outcomes. This influence will also be affected by the leader’s sex, race, relative age, income, appearance, and personality, as well as organizational structures and many other factors.

6. Meeting management –

Traditionally the term “ meeting” refers to Face to Face (F2F), in the same room, same time events. There is no denying the power of being physically in each other’s presence; however a conference call or an online forum discussion or even three or more people carbon copied in an email discussion can also be considered a meeting, and interestingly enough all of <https://assignbuster.com/the-business-demographics-of-the-company-adidas/>

these interactions because public policy concerns around “ Open Meeting Rules”. In a broad sense meetings take on a whole array of different forms and media.

Every medium of meeting communication has advantages and disadvantages, as well as very personal preferences. Each medium of communication has optimal process applications and drawbacks. In other words, they work well for some things and not so well for others.

Conference calls may be best used to confirm agreements, maintain momentum of an online discussion, or update the group on progress since the last meeting. They also have difficulty in keeping everyone’s attention. It is too easy to put the phone on speaker and mute and then clean the office or browse the Internet.

People have preferences in how they meet and communicate. They also have differing capacities to use technology, spend time and to travel. Understanding these capacities and preferences can be very helpful in designing communication processes.

7. Adidas stakeholders – Whenever we are approached by a stakeholder with an issue, our policy is very clear: we actively engage, we listen, we seek to understand the nature of the issue at hand and where it is within our ability, we act. When you have a well-developed CR programme, engagement is rarely a one-off event: stakeholder relationships develop over time and along the way the nature of that dialogue changes, and matures. Where there is a positive and open approach to engagement, perspectives can be shared, differences respected and, at times, new partnerships forged.

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In 2008, the adidas Group continued to pursue many long-standing engagements with international NGOs and trade unions and at a country-specific level we strengthened our existing relationships with local NGOs to support improvements in worker representation and communication. In El Salvador we reached out to government, to call for greater enforcement of the law, and in Indonesia we asked for the government's support for a possible factory closure. We also called on the caretaker government in Bangladesh to release an independent labour monitor who had been arrested.

8. Networks –

A communication network is a collection of terminals, links and nodes which connect together to enable telecommunication between users of the terminals. Networks may use circuit switching or message switching. Each terminal in the network must have a unique address so messages or connections can be routed to the correct recipients. The collection of addresses in the network is called the address space. The links connect the nodes together and are themselves built upon an underlying transmission network which physically pushes the message across the link

Communication networks elaborate the Fundamental Model of communication. Internally communication networks do have point to point communication links between network nodes well described by the fundamental model of communications. However many messages share the communication channels between nodes using what we call time-domain multiplexing rather than the continuous communications mode implied in the

model as presented, message sequence are sent, sharing in time the channels capacity.