

Case study example

[Business, Management](#)



Summary At Kauflauf GmbH, we have Jess Westerly who works as the assistant product owner in charge of CRM computer applications and office supplies to retailers and wholesalers at Kauflauf. Kauflauf is a fast growing entity that deals with provision of subscriptions software for enterprises and has its headquarters in Heidelberg. A few months in her new job, Westerly tries to implement change in the normal sales patterns call in the field's consultants. The sales organization received the changes made by Westerly, via memo that gives her directive as well as the reasons for her actions.

Complains

The complains from the field consultants, immediately erupt as they complain of decision infringement on time spending and insensitivity to the relationship of business development. With little difference in the calling patterns after three months, Westerly defends her initiative and gives an amended proposal of the implementation plan of the product (Gabarro 57).

Problems

Some critical problems emanating from this case are that Westerly's approach was not materializing as there were no remarkable changes in the pattern calls. This had serious implications that cost her so much in that her credibility with the organization was at stake and the RSDs as well as, the field consultants. Another problem was the risk of having poor relationship with the field consultants who did not take in her changes well. If the relationship failed that would mean serious risk for the organization.

Some of the non critical problems would be slight losses during the transition period as well as small offenses that may take place due to change implementation as many people find it hard to accept change, but in time,

this heals naturally and the accommodate the change if it works for the better (Gabarro 59).

Recommendation

The proposed recommendations for this particular case would be to put up a strategy plan that focused on long term implications and at the same time, a plan that would have less negative implications on the organization as per the current time. This can be achieved by understanding the clientele, markets and priority to the development of product.

Works cited

Gabarro, John J. *The Dynamics of Taking Charge*. Boston, Mass: Harvard Business School Press, 1987. Print.