

Example of research paper on need assessment

[Business](#), [Marketing](#)



The success of any business organization is determined by the level of strategizing and planning. Unless a company is able to understand the operations system that work within it and from the external market, the ability to compete with other businesses might not be possible. One of the main needs is understanding the needs of a business. The needs vary from those required in the internal business planning and the external one. With the changing market dynamics, a business needs to stay in line with the market and organization changes.

ASS Technologies needs to understand the organization needs for it to develop a development strategy. Since it has invested in the international market, it has to ensure that the market needs are broad and cover the internal business operations and the external ones. The needs for the business have to be focused towards sustainable development. Businesses that deal with software, hardware and electronic devices have a wide market and are faced by stiff competition with most investors investing in this field. Business analysts identified this type of business to be highly dynamic since the market need keep on changing. Analysis of the needs of the organization will require proper strategizing with various steps being followed. The first stage will be the analysis of all the stakeholders that are involved in the business. Since it is an international business, there are many factors that concern various stakeholders that have to be analyzed. The performance of different stakeholders contributes to the overall business performance. Getting to know the feedbacks and the needs of all the people who have got stakes in the business would be the first priority. Different stakeholders are affected differently by the operations of the business and knowing their role

in the business would highly influence the assessment process. Another process would be to identify the goals and objectives of a business the goals would act as guidelines in understanding the business needs. The business would work towards achieving these goals. An assessment on the performance of the business would also be carried out to determine the weakness and strength of the business.

Training the employees would be a key step in improving the business performance. The employees would know the operations of the company as well as focus on working towards achieving the goals. Induction training would enable new employees to get know the business operations within a short period of time hence avoiding mistakes that may arise. This would also act as a motivation to the employees and make them feel welcomed to work in the business which will give them the self-drive to work towards achieving the goals. Once the new employees know about the corporate world, they will be able to bring in new and fresh ideas that the business can use.

Training produces an all-round employee who can fit in, many positions within the business, new managers will be able to learn and manage the business towards prosperity. Induction also assists the employees to build social networks within the organization which is extremely beneficial in creating an accommodative working environment. An organization that has induction programs has high chances of retaining its employees which improves the productivity of the business. This would be beneficial to the future business performance since there would be consistency in terms of service delivery. Many businesses face many challenges after losing their employees to other rival businesses. Trained employees become a resource

in the organization to give the company a solid customer base. Market competition is moving to a different level by investing in human resource and given employees a platform to grow and become productive. The training is like a refresher program to employees hence they also they gain the benefit (Bennet, 2006).

Since the business has moved to the global market, cross cultural training helps the business to work towards maintaining its global market. It does not only assist employees in the external business world but also within the business. Employees are able to learn about themselves and build trust within the business. Through cross cultural training, an employee will be able to know his/her strengths and weaknesses and who to turn to when in need of help. It also breaks down the barriers that are associated with the stereotyping of employees and business clients. Analysis of employees gives them a chance to improve their performance since they are able to be motivated to work and achieve the set goals. Skills such as interpersonal skills are also developed. Employees will also be able to interact with different customers from different backgrounds, customer satisfaction will be guaranteed if the employees understand the customers (Catalanello & Redding, 1989).

Training for better communication would break a lot of barriers within the business. With communication being the key to the success of a business, it would create a smooth flow of communication within the business. Most challenges that are encountered in a business setup are due to lack of proper communication channels. Employees will be able to communicate with the management without fear of being intimidated. Solving of problems

and overcoming the challenges would be made possible through proper communication channels. Communication is the key towards organizing the employees, and since the business will have different departments, it would be possible to have a streamlined communication network. Future development of the business will depend on how it handles training in these different areas. Communication will also break some of the barriers that exist in a business organization (Carman, 2010).

Achievement motivation would work well in improving the performance and keeping the business ahead of its competitors. Employees who are motivated feel that they are part of business success and will always work to achieve the set goals. Employees will be able to realize that contributing to the goals of the organization is more valuable than the financial growth. The success of any business is determined by the overall productivity of the employees, productivity is improved by ensuring that employees get motivated. A SWOT analysis can also be conducted to identify the business strengths and weaknesses and improve the overall performance. The analysis can be conducted on different departments of the company such as the marketing department and others that are involved. Once the company is able to know the challenges that are facing, it can develop strategies to improve and stay ahead of the rival competitors. The strategies that are put in place need to address the future of the business and put into consideration the strategies that other competing businesses put in place. Assessing the needs of the business is the key step in improving performance and increasing the sales of the business.

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