

Mckinsey 7-s applied on qatar cinema

[Business](#), [Management](#)



McKinsley 7-S Applied on Qatar Cinema and Film Distribution Company

McKenzie's 7 model aids in the analysis of the internal environment of a business through highlighting the strategy, system, structure, staff, style, and skills in an organization (Gupta, 2009). These factors determine the extent of effectiveness in management and organization framework in a business.

Strategy

Qatar Cinema does not have a strategic plan. This is because the company does not have a clear mission and vision statement that should guide the company purpose and future. The need for the articulation of a clear strategy for the company involving all the employees and managers to ensure high satisfaction rate and meet objectives of the company and employees is evident in the analysis of Qatar Cinema. However, Qatar Cinema is more focussed at meeting the needs of the general public through offering low pricing for its products showing that despite the lack of a clear-cut strategy, focus on producing for the average to low income earners is evident.

System

Information technology through the website and other communication channels allow Qatar Cinema to access sale of tickets through online and physical platforms in the cinemas.

Qatar Cinema has strong management comprising different duties and responsibilities allowing the organization to run smoothly and has enabled the company to amass a large market share

The human resource system at Qatar Cinema is not living up to its billing

owing to the low motivation, dissatisfaction with their environment, and the lack of task rewards at the company assessed through the respondents by the employees.

Staff

Qatar Cinema comprises of male and female employees, but the management and administrative positions are predominantly men reducing the gender diversity in leadership that could negatively hamper decision-making and access to diverse ideas. From the primary research, 60% of the employees are not satisfied with the environment in which they work with 65% not satisfied with the salaries they receive at Qatar Cinema pointing to human resource inefficiency. Further, 50% of the employees answered to disagree with receiving any motivation with 20% strongly agreeing, and 30% agree on the receipt of motivation at the company. The data revealed that 55% of the employees disagreed on the presence of task rewards with 45% of them strongly disagreeing employee handling by supervisors showing the lack of enough measures for employee welfare at Qatar Cinema.

Style

Centralized decision-making is used in running the daily operations of Qatar Cinema with little to no involvement of the staff in the decision-making process (Lewis et al., 2006). A strong leadership has however allowed Qatar Cinema to access a high market share and cement its place as an affordable cinema for the consumers in Qatar.

Skills

Qatar Cinema make use of skilled and semi-skilled personnel with the skilled personnel undertaking management and administrative positions at the

company while the semi-skilled employees working on the other tasks including ticket sales, booking, cleaning, waitresses, clerks, and security personnel among other positions.

Shared Values

Qatar Cinema aims at the provision of excellent service, access to a platform for arts and cultural entertainment and promoting feelings in the society. Access to the latest movies in a relaxed, conducive, and quiet environment with family, friends, and enjoying are the main aims of the company that is expected of all the employees to ensure a high satisfaction rate.

Structure

Qatar Cinema's structure shows that employees report to five department managers who are involved in the supervision of the performance of the employees and report to the general manager (Qatar Cinema and Film Distribution 2015). However, the lack of a website that provides detailed information on the business affects the ability of gaining further understanding of Qatar Cinema's structure and the roles and responsibilities of the administrative heads including the General Manager, Chief Executive, and Chairman.

References

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