

Dirt bikes management

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



Dirt Bikes Management a) What are the company's goals and culture? The company's goal includes the production of quality bikes with quality components. The company aims at trading these bikes across the world. In other words, the company does not restrict the sales of its products only to the manufacturing country, but globally.

The culture of the company is to create conducive working environment for its employees; hence, it has since advocated for friendly family atmosphere and encouraging teamwork with the aim of obtaining quality information towards quality productions and management. Nonetheless, the known company's models include the Enduro 250, the Enduro 550, the Moto 300 and the Moto 450. Additionally, the company advocates for continual learning and innovation along its products and service lines. It is worth noting that the company produces its products solely for retail services.

b) What products and services does Dirt Bikes U. S. A. provide?

The Dirty Bikes company of the United States manufacture and sell off-road motorcycles. These bikes are customized for off road and racing recreational riding. In other words, the company produces bikes of different sizes and capacities depending on the intended use. Other than designing the bikes' model, the company also sells parts of these bikes that account for nearly 15% of its total revenue.

c) How many types of products and services are available to customers? How do Dirt Bikes sell its products?

The company has since customized its products to racing and off-road recreational activities. The company does marketing through involving or participating in staged races with its bikes. The most renowned dirty bike

staged races in the United States include the Daytona Bike Week competitions and Barstow-Las Vegas race. The company has four services that include the Enduro 250, the Enduro 550, the Moto 300 and the Moto 450.

d) How many employees are managers, production workers, or knowledge or information workers? Are there levels of management?

The company has since grown from two employees that it started with as its owners to the current 120 employees that include design, engineering, and production teams along with 3 engineers and 3 full-time product designers. Additionally, the company has 20 employees in line with corporate sales and administrative staff. The company also has 4 person parts department. The departmental employees form the company's management team that include 5 employees in the shipping and receiving department, 1 marketing manager, 1 controller, 1 accountant, 1 administrative assistant, 2 HRs, and 2 information system specialists. The above listing and categorizing of employees show that the company has well-articulated levels of management.

e) What kinds of information systems and technologies would be the most important for a company such as Dirt Bikes?

Information systems and technologies are vital in facilitating decision making both at high and low levels of management. They are significant in data collection and processing; thus, their implementations will require experts to collect desired data and analyze the same in line with the desired result. Therefore, if the Dirty Bikes implement the information systems, the same will facilitate and increase its interactions with its partners and customers as

well as enabling the company to generate revenues by curtailing costs. To achieve the same, the company can consider adopting information systems and technologies that include Customer Relationship Management Systems (CRM), Transaction Processing Systems (TPS), Business Intelligence Systems (BIS), and Knowledge Management Systems (KMS) (Hunter 132). Notably, these systems and technologies will enable both the employees and the business owners to interact effectively and productively among themselves and their clients and partners.

Work Cited

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Hunter, M G. Strategic Utilization of Information Systems in Small Business. Harlow, England: FT Prentice Hall, 2015. Print.

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