

# Case study example

Business



Case 3A: Establishing Plans The planning elements that Jill needs to consider in preparing for this new line of work are staffing requirements and materials assembling. First of all, Jill needs to find staff members who have expertise in this area but also have the available time to dedicate toward it. Secondly, Jill needs to decide how the materials will be assembled because this is a major part of the operation. With only a 24-hour turnaround time, it is important that this work is completed efficiently.

2. The first option is to hire new staff to make up for the increase of work. Of course though this option is not preferred because labor cost is a major component of the Mailing Place's expenses, and keeping this at the same level is central to the organization's success. As such, it would be better that Jill try and rework her department so that the new work is able to be handled by current staff members and also not affect any of the current work taking place.

3. I would suggest that the Mailing Place increases its labor budget as part of the planning process. It is obvious that the company is already doing very well, but taking on a whole lot more work might disrupt current work. It would be better if the company hired more workers. Also, for scheduling the company needs to make sure that employees are trained to use all the machines and PC programs within enough time before the new work commences.

#### Case 5A: Net That Job

1. For job candidates, placing their resumes on the World Wide Web allows them to be noticed by a wider selection of employees and also in a much faster timeframe. Previously, job placement ads had to be spotted and individualized letters sent out to each employer; now this process has been

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simplified by giving greater power and control for the job seeker. The World Wide Web can also help to match employers to job candidates, and this can reduce the time spent wasted on job candidates who either do not fit the job description or are not capable of performing that particular job.

2. Electronic resumes can help to identify a job candidate with specific technical skills because it can showcase some of their previous work. In this instance, this is actually better than a list of skills and qualifications because it allows the employer to see just exactly what the job candidate is capable of. If I found out that another person had developed the candidate's homepage, then it would depend on the particular job as to what I would do. If the job had to do with computers then I would immediately rule them out; however, if the home page was used to show someone's skills that did not have anything to do with computing then I wouldn't think anything of it.

3. The selection process for Henry Lu would be to check his home page on the Net to see what he claims to be skilled at. After that I would give him a small test just to see exactly what he is capable of. Finally, I would bring him into the office and have him show me how talented he is with computers.