

Central saint martins college

Business



You and your team represent James Tyson (the sole shareholder) who has decided to relocate the business from the UK to Malaysia. In Mr.

Daddy's view, this was a key decision for the future of the firm. It would not only make the firm 'leaner' and more efficient, but also increase profits and help make the firm more competitive. This relocation decision was not up for negotiation in your view and was based solely on the 'bottom line'.

Stakeholders will eventually see it is for the best and will come to our way of thinking. In this debate, and using the information in this case study you must now convince your workforce, the workers unions and the rest of the stakeholders involved, that this final relocation decision makes sense.

You should outline all the pros of moving out of the UK, all the pros of moving into Malaysia and state clearly and unambiguously that the 'costs' of staying in the UK were just too great.

You should highlight the R jobs being created in the UK (which are higher skills and higher paid jobs than those cost) You should highlight the following key points: Financial Reasons to move Political Reasons to move Competitive Reasons to move Location 'MIX Reasons to move Wealth Reasons to move You and your team represent the staff, the workers unions and the various stakeholders who are completely opposed to this move.

You are very cross and angry that you had no say whatsoever in this relocation and after working for the company since 1993 in Mulberry and relocating most of your families there, children into schools and building up

well established communities since then, you are hurt and annoyed at the most recent announcement.

In tons Tate, you snouts De telling ten management AT tons company, Tanat walkout the workforce and the dedication you and your team gave to the company over the past few years, the company would not be anywhere near as successful as it were. When making your case, you should be talking about the all the points within Page 64 and Page 65 within the booklet. You are now trying to help James Tyson and his team hat their relocation move to Malaysia is completely the wrong decision for this business and the staff working within it.

Put your case forward using as much relevant information from the Case Study and highlighting the following information: Transport (Mulberry close to MM) Skilled, well trained work force UK – Quality of Life Better ‘ quality goods in UK Lower transport costs when manufacturing in UK High unemployment in Mulberry. Will make problem worse (social responsibility)