

Introduction of knowledge and knowledge management commerce essay



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Knowledge is the apprehension of individual about things or state of affairs which are accumulated through experiences, instruction and survey to utilize it for a specific intent. Knowledge gained from informations and information. Knowledge helps to change over informations into information and could be store in human encephalon or manual or computing machine. But knowledge differs from informations or information in that new cognition may be created from bing cognition utilizing logical illation. The information will be combined to do cognition ; it is a procedure of transmutation. Based on experiences and understanding that person will choose the appropriate informations and information to use in each different instance. Knowledge is non an sentiment or a conjecture.

Knowledge has created as follow:

Figure 1: The continuum of understanding

Datas were generated from outside done facts as: monetary value, temperature, intelligence, and figurea^|etca^|after that informations will set up and show to do information that corresponds with appropriate conditions or state of affairss. Data and information trade with the yesteryear. Finally, the information will salvage and go cognition, it deals with the present. The cognition will develop higher than and go wisdom in the hereafter.

Knowledge direction is a combination and the deliberate of an organisation 's people, engineering, procedures and organisational construction to use in direction through making, sharing and using cognition. In the country of cognition direction, a big portion of cognition is non expressed but silent.

Tacit cognition is characterized by the fact that it is personal. Sometime,
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tacit cognition can't be reassigned to other individuals by means of authorship and it is a non-easy portion hence hard to formalise and pass on. Explicit cognition is knowledge that can be articulated or codified and can be caught through any systematic linguistic communication such as: media, magazines, books.

Polanyi contends that human existences get cognition by actively making and forming their own experiences. Therefore, expressed cognition represents merely the tip of the iceberg of the full organic structure of cognition "

Knowledge direction requires a uninterrupted cognition transition procedure.

It is represented to establish on four different manners of cognition

transition. Those are:

Externalization (tacit to explicit) is the procedure of receive tacit cognition through composing note, watching picture or exposure after that convert to explicit.

Combination (explicit to explicit) is procedure of receive available cognition (e. g. books, magazines, study, assessments[^]etca[^]) to change over these cognition to do new cognition.

Internalization (explicit to tacit) is the procedure of acquisition and using some of expressed cognition that draw experiences.

Socialization (tacit to tacit) is the procedure of receive information from exterior as signifier of edifice relationship, looking for more friends through sharing experience, treatment, squad work[^]etca[^]

Figure 2 - The Nonaka and Takeuchi theoretical account of cognition

transition

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Form of cognition direction application within Pho 24.

Pho 24 noodles eating house concatenation is owned by An Nam group which is the largest nutrient in Vietnam, Pho 24 is a celebrated trade name, its has achieved concern success through that cognition direction application. Pho 24 mercantile establishment foremost opened in June 2003 and now has more than 60 shops in Vietnam and over 17 shops in abroad, such as: Dutch east indies, Philippines, Cambodia, Korea, Hong Kong, Australiaa^|etca^| Pho 24 makes the program to open more shops in some metropoliss of Vietnam and foreign states such as: Japan, Taiwan, Malaysia, Thailand a^| Pho 24 is concern construct ; it is rather simple and easy replicates the little infinite demand, low investing, operation processs are the standardisation. By gaining control the involvement and demand to be enhance in the eating through market study and client gustatory sensations, Pho 24 has seen the fantastic chance to make new concern construct to run into high criterion of client but still retain traditional values. After 2 old ages, market research and particularly gustatory sensation of client: `` there must be stylish gustatory sensation, less fat, good feeding, full of nutrient a^|etca^| " Pho 24 has created a alone gustatory sensation by combination 24 sort of spices. And it has attracted many clients everyplace.

Form concern franchise aid to portion capital load, labour and ability direction, Pho 24 has expanded its trade name everyplace. When a unit or single wants Pho 24 trade name concern, they must make enrollment tabular array, after that Pho 24 will see their conditions, and carry on probe, those stairss to be Pho 24 choice information about the unit or single, if the unit or single meets the demand of Pho 24, Pho 24 will subscribe a franchise

contract with the unit or single. When has signed contract, the unit or single demands to pay the initial franchise fee under the proviso of Pho 24, this fee is usage for connection and preparation staffs at Pho 24 concatenation shops, Pho 24 will offer preparation plans for franchisee non merely in the early phases but besides in concern procedures. The preparation plan includes all the of import facets of concern such as cooking methods, quality control, shop managera^!etca^! Pho 24 will besides back up the rating, choice of staffs, edifice, design adviser, procurance of equipment. In add-on, the unit or person has to pay monthly franchise fee to care of Pho 24 trade name, every bit good as services, including: preparation staffs, selling, publicity, original support, and research development of new merchandise.

Pho 24 has given five grounds to purchase franchise trade name, those are:

Merchandise: Pho noodle is really healthy. It is a wise option to fast nutrient. It is delightful, and it has non gluten free. You can non flesh out with Pho.

Pho 24 is the most successful eating house concatenation merchandising Pho and go the figure one trade name in Vietnam, with a powerful selling

The investing is low comparison to other signifier. This will assist to take down the hazard and accelerate the return on capital.

The operation is rather simple, easy developing and enlisting. Everything is standardization and presented in our operation manuals.

The concern construct can be adjusted or modified to suit into the local civilizations and demand, Pho 24 understands that no construct is right for everyone. However, the gustatory sensation of the noodle will remain the <https://assignbuster.com/introduction-of-knowledge-and-knowledge-management-commerce-essay/>

same for all states, because they believe the reliable gustatory sensation is ever the victor.

With those grounds, Pho 24 has been successful within spread outing their concern activities. This is effectual through using cognition direction: investigation market and demand, doing the familiarity of personal gustatory sensation, set up traininga[^]etca[^]; Do non halt at that place ; Pho 24 has been continuously pulling clients to Pho 24 trade name by making convenient for clients with form bringing and distribution of rank card (trueness, prepaid) and voucher and the same, Pho 24 has associated the groupon that selling verifiers to client and advertisement Pho 24 trade name (nhommua. com, muachung. vn, hotdeal. vn) . It attracts many clients to get Pho 24 trade name.

Pho 24 has orientated their object to be spread outing shops ; achieve net income growing through direction, advanced and first engineering. Pho 24 hopes to go a fast-food eating house concatenation Vietnam World 's figure one

Competitive advantages through cognition direction.

Form of concern franchise of Pho 24 has opened new signifier of concern in Vietnam because of Vietnamese traditional noodle is little concern or household concern and the formula will be kept secret while Pho 24 is sharing the formula for concern spouses, the sharing is enveloping contract points. Pho 24 is a innovator who has risen to eat noodle to be new degree, those are: high quality service, clean, hygienic, cool infinite, nice nutrient ornaments. The franchise aid Pho 24 trade name become the concatenation

shops and Pho 24 trade name is good known, strong trade name, professional direction accomplishment. Beside, Pho 24 has staff forces and directors whose have many experiences and expertness to be trained profession. This competency advantage of Pho 24 beside Pho 24 besides has concern direction and subdivisions are synchronal, all subdivisions were unified in design, service manner, and spirit Pho. Pho 24 besides entreaty to clients by Vietnamese nutrient civilization that this topographic point. All shops are designed a uniform and homogeneous, the furniture is painted back simple, non crumbed, non cosmetic. Prominent on tone black and elegance that is white bowls and ruddy lantern. All make the feature for Pho 24 trade name.

Leadership and managerial accomplishments help to success.

Pho 24 is focused on quality and deep development of concern theoretical account hence Pho 24 accepts the velocity of theoretical account replicate more easy than the market 's demands. This will make a immense hazard for the trade name ; rival will copy its concern theoretical account. Due to, Pho 24 has performed the enrollment of proprietary trade name inside and outside state. However, constructing a strong trade name is the key to sustained success, as merely trade name can non copy.

Pho 24 is build squads hygiene review and squad quality review that they normally check kitchens, extraordinary stores. In add-on, Pho 24 besides organized a group called " client confidentially " , this group would reflect the jobs that is non good in the shop when they come to eat by reply for the company several inquiries, that remark is merely submit thoughts. Of class, <https://assignbuster.com/introduction-of-knowledge-and-knowledge-management-commerce-essay/>

the `` client confidentially " will be wholly unfamiliar to the staffs of Pho 24. Thanks to the direction step and rigorous quality review, should be ensures choice and nutrient safety and hygiene at Pho 24 mercantile establishment.

And the success of Pho 24 has proved by awards which Pho 24 has once more in many old ages, such as: 7 consecutive gained `` The Guide Award " . In 2008, was awarded `` International franchiser of the twelvemonth " acknowledgment by FLA Singapore. In 2010, top 10 canvass `` Saigon - 100 interesting things " by tourers ballot.

With the success, it has proved effectual direction and leading of Pho 24 to be really good. But against Pho 24 do non plenty, they will be continuously improved to do the better than.

Decision.

Knowledge demand for single as concern, if you or companies do n't hold knowledge you wo n't plan ends or objective that orient activities of companies, do n't hold knowledge look like `` three blind adult males and an elephant " , everyone have different expression at about an elephant.

Knowledge or knowledge direction will supply information to place what action they take chances to accomplish ends and back uping in the originative and advanced procedure. However, must to take congruous information every bit good as congruent cognition to give right determination devising.

Through using cognition direction, Pho 24 has success when it bring Pho 24 trade name as introduce noodle soup to clients. Opening new signifier of

eating noodle soup (Pho) , those are: cleansing, sanitation, safety, luxury
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and specific guarantee wellness. However, this concern theoretical account is viing ferocious because of birth of new trade name every bit good as: Pho Hung, Pho 2000, and oldest noodle soup (Pho) trade name as Pho Le, Pho Quynh, Pho Hoaa^|etca^| , birth of new trade name require Pho 24 has to better in service as improve thoughts, have to organize of publicities or advertisement that attract clients. The same, Pho 24 normally must look into shops to guarantee the best service, the best gustatory sensation.