

Allocating weight to the criteria marketing essay



**ASSIGN
BUSTER**

Getha facing some problems with suppliers not being able to supply the goods, totally required based on the desired target market by our company. Thus, we identify three new suppliers who can meet our tastes who want the young trendy professional people.

Suppliers who supply goods in our store furniture consist of items of different types and concepts. Each supplier supplies according to its own concept. Getha requires two different concepts for sale in our company. Among the suppliers who wish to supply goods in our company is a company that sells fashion-based product has funky and stylish furniture. In addition, other providers offer antique furniture, contemporary and modern.

Funky-based products may be of interest to young people because it is suitable for young souls. It is not suitable for people who are already married and had a large family. Perhaps it was only appropriate for people who are not married. But, do not be problems if they are already married also want to use this concept for their home because it will show something cheerful. In addition, the concept of style is perfect for the style-conscious and layout of their home.

Second supplier is a supplier of antique products. Antique products are for the consumers that love old things and like to keep things to make ornaments. Normally antiques have carved a unique and can impress the customers to buy them. Antique furniture become consumer favorites like antiques, no matter old or young age.

Third supplier is a supplier that provides a contemporary fashion and modern furniture style. Furniture layout style is ideal for people who like something

new and fresh. In addition, furniture layout, seeing it as English style or it looked simple and up to date. A lot of people love this style no matter the age factor whether young or old.

Based on the target market that has been determined by the company, we have chosen the first and third party suppliers to supply goods to the company. This is because the concepts that are introduced to the concept that is to be made by our company of trendy young professional people.

DECISION MAKING PROCESS

According to Cliffs Notes (2012), decisions made by people who quite literally in the organization operates and the manager must plan, organize, staff and governing forces in performing their duties. The conduct of managers in an organization will determine the effectiveness and quality of each team.

Individual at all levels and in all areas of organization make decision. That is they make choice from two or more alternatives. Middle and lower level managers make decision about weekly or monthly production schedules, problems that arise, pay raises and disciplining employees.

Refer to Robbin. S. P(2005), that have eight step of the decision making process. The step is identifying the problem, identifying decision making, allocating weight to the criteria, developing alternatives, analyzing alternative, selecting an alternative, implementing the alternative and evaluating decision Effectiveness.

Identifying the problem

Decision-making process is to start from the existence of a specific problem, it is different from the existing and a desired state of affairs.

Identifying Decision Criteria

After identifying the problems that occur, the criteria should be in the decision making of the problems identified. Each decision maker has criteria that guide decision-making.

Allocating weight to the criteria

If the criteria identified in step 2 are not important, decision-makers should take in order to give weight to the right decision.

Developing alternative

This step is one of the steps to list the alternatives in decision making viable and it can solve the problem. Only in the alternative list and no attempt will be made.

Analyzing alternative

Decision makers will only analyze each analysis identified. It will be evaluated from step 2 and 3 and of the comparison is complete, every strength and weakness will be identified.

Selecting an alternative

This step is choosing the best alternative from among those considered.

Implementing the alternative

This step is concerned with putting the decision into action and involves conveying the decision to those affected.

Evaluating decision effectiveness

This is the last step on decision making process and that involves evaluating the outcome of the decision to see if the problem and had been resolved.

In the eight-step decision-making process, it is able to identify the relevant link in each required and selected suppliers. Each step made can help to identify suitable suppliers which to choose.

The first step is to identify the problem. After identifying the problems that occur in our company, we find that two suppliers can solve our problems. The problem occurred before this was previously provider does not meet the concept of what we want.

The second step is to identify the decision criteria. Decision criteria should also be recognized that the decisions taken by our company is the right decision. Therefore, we identified the two companies to be our chosen so that each of the criteria that we need can be implemented by the provider.

The third measure is the weight allocated to the criteria. Every decision must be made by the company meets all the criteria and if the company did not identify any significant move, the company should take to make the right decision. As the three existing suppliers to offer their goods on the company, the company should identify and take care of the necessary criteria and choose the right provider to meet the desired taste.

The fourth step is to develop an alternative. This step should be taken to solve the problem. Every decision must be made viable and can solve the problems experienced by the company. Therefore, the company identifies an

alternative that can be used to develop the concept of the desired. Based on the three existing suppliers, there are two identified suppliers can provide a good alternative to our company for the future.

The fifth step is to analyze the alternatives. After finding suppliers who supply goods to the company, does not achieve the desired target, the identification and analysis of alternatives provided by new providers before deciding to take the product to them. Therefore, the company analyzes the products manufactured by supplier A, supplier B and suppliers C.

The sixth step is to choose an alternative. In three existing suppliers, the company has chosen all the goodness that is in two of the best companies to supply products to our company. Therefore, the identification supplier A and supplier C are two of the best companies in the concept that we need.

The seventh step is to implement the alternative. Identified in the two companies, the company has decided to implement the decision on the action we take. In addition, our company will explain to supplier B why our company does not choose their company as a supplier of our company.

Last but not least is to evaluate the effectiveness of the results. After selecting two providers according to the tastes and concepts that we want, we have evaluated the effectiveness of the decisions we make. We found what we choose and we do fit with the concept in our company and in accordance with the option desired by the customer.

Thus, our decision to choose a provider A and provider B is accurate and consistent with the concept of the company and our customer's choice. No more problems related to the concept that we want in our store.

DECISION MAKING STYLE

According to Sternburg & Li-fang (2001), decision styles is the identification of a distinctive personality type or behavior and refer to Rowe and Mason (1987), decision style is a cognitive process which represents the way an individual approaches a problem.

Rowe and Mason's model provides general descriptions of each style through specific categories such as organizational fit, problem orientation, level of tolerance for ambiguity, technical concern, leadership, and major criticism.

The general descriptions of each decision style are as follows:

Analytical Style - This style is characterized by a problem solving and intellectual orientation. These individuals have a greater tolerance for ambiguity and a cognitively complex personality. This decision style focuses on technical decisions with a need for details, information, and many alternatives. People with this style may be characterized as intellectual with ability to deal with new and complex situations, analyze details, and predict outcomes. This style is criticized for being dogmatic and impersonal.

Behavioral Style - This style is characterized by supportive and friendly orientation. These individuals have a low tolerance for ambiguity and low cognitive complexity. People with this style focus on social concerns and elicit open communication, personal interactions, and empathic attitudes.

Such individuals like to be around people and tend to avoid conflict. This

<https://assignbuster.com/allocating-weight-to-the-criteria-marketing-essay/>

style is criticized for its focus on short-term problem solving and difficulty in making tough decisions.

Conceptual Style - This style is characterized by a creative, risk taking orientation. These individuals have a high tolerance for ambiguity and high cognitive complexity. This decision style focuses on social concerns and connecting with people. People with this style may be characterized as people oriented, open, and truthful. Such individuals like to share power and do not look to control the situation. This style is criticized for being idealistic with a strong emphasis on values and ethics.

Directive Style - This style is characterized by an autocratic and internal orientation. These individuals have a low tolerance for ambiguity and a low cognitive personality complexity. This decision style focuses on technical questions with a need for speed, efficiency, and limited alternatives. People with this style may be characterized as rigid, structured, practical, and impersonal. This style is criticized for its aggression, need for security, and tight control.

(Boulgarides & Cohn, 2001; Rowe & Davis, 1996; Rowe & Mason, 1987).

In the style of decision-making, there are two styles that can be used to make decisions for our company. Decision style that can be used is the style analysis and conceptual style. Style - this style can help companies identify and make precise decisions.

By using the style analysis step, companies can analyze each problem faced and thus able to solve problems and intellectual orientation. This style can

help give technical results as well as some of the details required by the company. With the analysis of each of the data is required, it is easier to find out what we need to do in making the right decision. By analyzing the supplier A and supplier C, a company can determine whether the supplier is able to supply products that are required or not. Besides that, the company must ensure that both suppliers are able to supply the goods to continue. If practiced with this style, it is an intellectual with the ability to deal with new and complex situations, analyze details, and predict the outcome. This style is not personal.

Another style is the conceptual style. This style will usually be taken by the company taking a big risk. As our company is able to bear the risk in order to meet clients' needs, we introduce the concept of people young and trendy professionals. This concept is one concept that is liked by people today. This concept also looks bright and fresh. In addition, those who choose this style can be characterized as people-oriented, open, and true. People who love this concept will love it. But, that does not like this concept, this style may be criticized for being idealistic with a strong emphasis on values and ethics.

TASK 2

STRATEGIC PLANNING PROCESS

Every business needs a strategic planning process to implement the desired goals and objectives of their company. With the advent of the strategic planning process, all planned to be carried out properly and this process is equivalent to a distant ideal timeline and loose for achievement.

To get the perfect performance was quite impossible, but the implementation will fail without even basic framework that emphasizes the perfect performance. Without the support of a disciplined framework in the strategic planning process, many projects will be delayed and ignored. Therefore, Equa Solution (2009-2012) has listed the 6 steps of the strategic planning process we should take. It is:

Step one- getting started

Meetings are held with the CEO to determine vision and direction of the company and select the planning team to facilitate the meeting.

Step two- Corporate aim

We make a discussion and evaluation of the vision we want to achieve in the future. Open discussion conducted by the leadership team to meet the interest and benefit of present and future to stakeholders.

Step Three – SWOT Analysis

Strength

Brand loyalty among customers, is paramount. Therefore there are many different menus with other competitors. We found that most customers like certain dishes that are not available in other restaurants. The price we offer is cheap compared to the price of the nearest competitor. Our food quality and price adjusted at the same time to attract more customers. We use fresh ingredients and will make sure the food is delicious.

Weakness

We face a scarcity of food choices. Everyone has different tastes. In addition, we also face the problem of language by our foreign staff. To improve their language, we have to provide language training programmed.

Opportunities

The best opportunities for our company are to expand the number of our restaurants to other regions in Malaysia.

Threats

The main threat is the lack of professional staff to increase sales. Besides the problem more pronounced when each competitors fight to increase their sales revenue. We had to move more actively in order to meet the needs and tastes of customers.

Step four- strategies

Every business has a target for a long time to come. as well as our business we work with the leadership team to realize the vision of the future. This plan will provide the initiative and thus short-term benefits and long-term. The plan is also to solve the problem of leadership development, organizational and process improvements, and build a new corporate culture.

Step five- engage your employees

Employee engagement can help launch a strategic business plan.

Communication and the level of employee performance should be very important to be able to share ideas to improve the business. Responsibility should also be implemented to achieve the company's goals.

Step six- track the performance.

Meeting held to review the plan and focus on performance. Every employee has a commitment to improve the performance of their work.

MACRO ENVIRONMENTAL TRENDS

According to Mackin. B (2010), current macro-environmental issues it is possible to more clearly understand the forces and trends effecting new business initiatives. Analysis of the macro environment is the first step in the strategic refers to the external analysis, pest analysis and analysis welcome. The purpose of this macro environment analysis is to identify opportunities and possible threats to the industry which is in the outside of our control.

Before embarking on an analysis of the macro environment, it requires that we do the research. This analysis can be completed by working alone or in a brainstorming session. Between macro environmental trends are:

Economic trends

This step is to analyze the macroeconomic environment will identify trends such as changes in income. It can use a personal, interest rates, inflation and unemployment. The company identified the environment in our company and make plans based on the feedback information that we got through the analysis conducted. Therefore, we can find out what is best for us to pass on a marketing system that we do. In addition, we can improve the productivity of our products so that they can store the response from the public. If the economy deteriorates, it may affect the business we do because people will rarely come into our store. Therefore, we constantly monitor the current economic situation and formulate appropriate strategies.

<https://assignbuster.com/allocating-weight-to-the-criteria-marketing-essay/>

In addition, we provide a government tax charge to the customer. With this method, it is able to improve the economy. That is also counted as one of the contributions to the country's economy.

Political trends

The trend is to analyze the political environment to identify changes in the position of politicians on these issues. Political trends and the accompanying media coverage has begun to create an environment where businesses and consumers overall focus on more efficient use of resources. Government intervention in providing the conditions imposed on businesses is one of the political trend. It depends on the way the government runs the country. If the government of the country concerned with the needs of the people, it will be easier to deal with them. With the availability of the government, they will analyze the financial and outlining the future by protecting financial institutions, reduce taxes, enact various incentives and also increase investment in the economy.

Technology trends

Trend analysis of each technology is the change in the use of technology. It is a move that could change the way businesses and consumers operate. With the availability of various technological advances present as mobile infrastructure, touch interface, cloud computing and location aware system can improve the business systems in our company.

Therefore, we always keep current technology in order to raise the standard of our store. For example, we use a good cashier machine, providing Wi-Fi so that customers can browse the internet, and we have own website to allow

users to know about our company and provide little information on the social sites.

In addition, we have to use several machines to process food and drinks available at our store. This is to facilitate and accelerate the process of preparation of food and beverages.

Social trends

In this term, applied Kopitiam demarcation slots strategy Cabin Tenggara it more attentions on high level production adjustment incensement Selatan Causes of the selling price. However, niche market Causes complexities in making allocation and sales. This trend is based on analyzing the behavior of society, values and norms. Interdependent globalizing forces to create a strong social trend. In our company, we expect that people in the upper and middle class who will be visiting our store. However, that does not mean people who are in the lower classes can not enjoy what our shop has to offer for the price that we offer is very reasonable and not too expensive. This is because the prices we offer are standard.

MISSION

We strive to provide the best satisfaction to our valued customers and give the best quality and high standard as well. We also provide friendly, personalized service beyond customer's expectation and serve quality products.

Quality

We always make sure we produce high quality for our customer. It is always the result of high standards, sincere effort and skilful effecting. Our commitment towards quality is different from our competitors.

Dedication

We are dedicated to increase the level of performance and productivity of our restaurant. To success in the future, we must focus on our goals and earn a lot of profit for stay longer in the business.

Concept

Our concept is different from our competitors. This unique positioning and strong brand image is our strongest to attract more customer.

Service

We believe in quality, friendly and personalized services sets us apart from our competitors. We are concerned in customer relationship, hard work and passion for service excellence.

Result oriented

Managing performance within the company and through customer feedback is very important to measure the growth of the company. We set our own targets to stay competitive and to move ahead for growth.

WHY STRATEGIC PLANNING NEEDS TO BE CONDUCTED BY THE BUSINESS

Strategic planning should be carried out in business is due to grow the business and be able to deal with the professionals. We need to develop a strategy to allocate resources according to strategic priorities. In addition, to deal with professional people not easy, therefore, we need to plan carefully.

Have a clear mission to allow the company to move efficiently in achieving the desired goals. Employees will strive to achieve the mission that has been made by the company to ensure the company into a company that developed.

Therefore, in connection with any business, we need to plan what we want to do to make sure everything is according to plan and control.