ERP CASE STUDY

Big valley is a city in the state of California. It is a heavily populated city with a total population of 500,000 people. The household comprises of people who are generally living in families and have an income that is though not very extravagant but above normal. The population is up to date with regards to technological procedures.

The city altogether had a very advanced automated system setup. People who were working with the Information systems department were all users of the people soft system. Some of the population is involved with the government related services.

COURSES OF ACTION:

Human Resource perspective:

Program operations are also evaluated by measuring statistics of the success and what bottlenecks were encountered, what were the costs and what were the benefits of the operation, what the objectives were and how they were met, if they were or if they weren't, and if costs exceeded projections or stayed within the limit.

External events are also analyzed which may have impacted the process, since no business functions in isolation and lastly, and lastly, process data needs to be collected throughout the process till implementation otherwise data would not be efficient or complete enough to analyze.

It is also very important that the employees should be introduced to a proper career path in the company. The general perception that the people have with regards to jobs in technological sector is that these jobs have no growth and therefore as soon as these employees get some better jobs they leave. It is very important that the employees have a very clear idea about the path that their careers will take then they will be interested in working and remaining employed there. The issue related to career path is the biggest one that is faced by the management and the management many a times fails to adjust and manage it.

According to the proposition with the establishment of a proper career path will help the employees have a definite idea as to what they should expect once they start progressing with their jobs. Similarly the constant training would help the employees establish a much better and regular and up to date knowledge and this will also keep the employees motivated in the right direction.

In today's fast paced world it is very important that the organizations create a niche for themselves. Today the companies work on the basis of creating a separate identity for themselves. Separate identity can be created by product differentiation and other different strategies. Some of the companies have started using employees as a tool and therefore, it is very important that the employees should be treated as the new tool to create a

Case Study of Michael Shaps Winery

Introduction

This paper analyzes the strategic choice confronting Michael Shaps, owner of the Michael Shaps winery. The winery is one of the largest and most famous wineries in Virginia and Michael Shaps is highly regarded in the industry. With the recent encouraging growth in the industry, Michael Shaps is hopeful of a bright future for the company. He has recently acquired a vineyard that will double the company's production capacity. The industry is undergoing a period of change as new producers are entering the industry. At the same time, present clients are seemingly keen on producing their own labels in collaboration with Michael Shaps. This paper discusses the two main strategic options that Michael Shaps can pursue. The options are analyzed in terms of their ability to leverage the existing strengths of the company such as its strong brand and successful product line. Recommendations are made on the basis of clear and explicit decision criteria stated in this paper.

Problem Statement

The problem that is addressed in this report is the choice between expanding production of the Michael Shaps brand of wine products and providing product development services to corporate and individual clients. The owner of the company is concerned about making the best use of the company's strengths which include his own reputation as an expert and the business model based on leasing vineyards instead of owning them. Financial aspects are also a cause of concern that is addressed in this paper. Each alternative has associated financial benefits and costs that need to be offset against each other. Another concern is the use of environmentally-friendly packaging and the associated costs. The problem also includes

Mary Kay Case Study

Question 1

The changing demographics of the Canadian cosmetics and retail industry present significant challenges and opportunities for Mary Kay. Considering the fact that the size of the cosmetics industry in Canada has grown at a very slow pace (0.7% since 2008), the emergence of the Gen-Y segment signifies the opening up of a new market with potential to help the industry grow and for Mary Kay to have a bigger share of the market. Another opportunity is presented by the rise in the direct selling phenomenon where Mary Kay already holds a strong position. Mary Kay has 575 engaged in direct selling of its products to customers with the average independent sales consultant being just 36 years old. These factors place Mary Kay in a strong position to tap into the Gen-Y market.

On the other hand, there are some challenges that the company needs to deal with. Firstly, the traditional approach to direct selling consisting of face-to-face interactions would have to be replaced with a social media approach. Gen-Y consumers are increasingly connected to the Internet and rely on social media for browsing products, seeking recommendations, making purchases and providing feedback. Thus, the existing skills and competencies of the direct selling sales force would require an upgradation to be able to communicate with the target market more effectively. Another challenge is competitive in nature and the challenge emanates from mass brands and the market leaders (e.g. Loreal Canada, Unilever, etc.) as they

OPERATIONS MANAGEMENT CASE

Executive Summary

To: Jan Northcutt, CEO –Northcutt Bikes

From: Tom Jones

Subject: Production Strategy at Northcutt Bikes

Issue: Production at the Northcutt Bikes Company has failed to keep up with demand projections and sales targets because of lack of capacity and proper production planning. This can have severe consequences for the financial wellbeing and competitiveness of the company. This report presents an analysis of the problem and three alternative production strategies. Quantitative and qualitative factors are analyzed and the implementation issues for the recommended strategy are discussed. The problem statement is defined as below:

"The problem being experienced by the Northcutt Bikes Company is that lack of coordination between marketing, production and distribution departments is resulting in unrealistic demand and production targets."

The following production strategies were identified and analyzed in terms of the tradeoff between inventory holding, stockout, hiring and firing costs:

* Chase demand strategy

* Level production strategy

* Mixed or hybrid production strategy

All the three alternatives had their strengths and weaknesses; however, the mixed or hybrid production strategy offers the most efficient trade-off between all the costs involved. It would also contribute to the long-term well-being of the company by encouraging more frequent communication between the marketing, production and inventory departments.

I look forward to receiving your approval of this recommendation, so that it can proceed immediately.

RIM STRATEGIC MANAGEMENT

General Background of Research in Motion (RIM)

Research in Motion (RIM) was established in 1984 by Mike Lazaridis and Jim Balsillie. The company was headquartered in Waterloo, Ontario and originally developed wireless communication solutions such as pagers for consumers. This remained the dominant area for the company during the 1990s.

From 1999 onwards, the company focused efforts on Blackberry devices that served as mobile email devices. This was the greatest success for the Canada-based company and it soon became the leader in this category. In 2010, the company entered the market for tablets by introducing the PlayBook tablet, but it did not perform well. The performance of the company declined in the years following 2010 because of increased competition from Apple and Samsung, which forced RIM to focus attention on emerging markets (Marlow, 2012a). The latest innovation from the company along with the appointment of the new CEO John Chen was the launch of BlackBerry 10.

There are several features of RIM that are of interest and curiosity. One of these features is the rapid success of the company due to its innovative product. The fact that RIM is one of the few companies to have succeeded as a global company on a large scale is impressive. This highlights the power of innovation in the success of a business. Another feature that makes the company an interesting one to study is its inability to keep up the pace of innovation and its failure to assess accurately the

SAP CASE ANALYSIS

SAP Case Analysis

Situation Analysis

SAP was founded in 1972 and soon became the leader in developing and marketing enterprise resource planning (ERP) systems. The competitive advantage of SAP has been its ability to develop business application software that add value to their clients. Over the years the strategy of the company has evolved from the earlier focus on developing off-the-shelf business application software to offering support for business analytics and moving towards platform and cloud-based services.

The business model has also changed from the earlier server-client model to the current collaborative model. This indicates that SAP is a reasonably flexible company and is able to develop strategies in response to changing market conditions. As the information presented in the case shows, SAP enjoys market leadership with 26% share of the market followed by Oracle, Microsoft and Salesforce. The company has been demonstrating strong financial performance and enjoys the confidence of its shareholders. This makes the present an appropriate time to introduce strategic changes in the company.