Assessment of E-Sonic Company

Trystia Savor

Southern New Hampshire University

**Company’s executive summary**

The report provides a comprehensive analysis of the company’s compensation method, the strategies developed in the company and the main intention of developing a music store.

The report also gives a summary of the company’s goals and problems that the company face in attaining its goals. It also gives the suggestions of the company’s responsibilities in ensuring that the companies achieve its goals and a compensation system that is compatible with the organization’s objectives. The assessment is important in providing information to the company that will enable participation in the external markets (Lewellen & Martin, 2007). Through implementation of the competitive systems the company is able to achieve the best sales. Additionally, the paper provides techniques to deal with the challenge experienced in the external market like demand from outside countries and internal factors like human welfare. We shall investigate on the role of the company in influencing its buyers. What are the techniques used by the company to attract online buyers of music online? What are the maintenances of the software by the company?

The music sector is faced with lots of competition. However, there are other forms of production not only on music sector. The new innovations have been due to reduced demand for CD’s users. The current world is developing very fast technologically. This creates an expansion opportunity to the E-Sonic company to increase their productions. The company is also advised to value the installation cost well as the revenue payable when using developing online music for international market. E-Sonic will be advantaged to acquire many customers thus developing in the market (Robinson & Subramanian, 2007). There is need to consult from the experts and ensure willing and gifted employees in the company. The company should involve all the stakeholders in selecting the best compensation system.

**Strategic Analysis**

E-Sonic company generates online music to its customers. The identification of the company is by code: 334614 and 512220 from the NAICS. It is grouped as
software with additions of tapes, record producing instruments and compact disc. The company is also involved in production of games cartridges (Whitehead, 2002). The company deals with films that produce and circulate sound recordings. Despite the fame of productions, demand has been low for the past five years; upgrading from compact discs also lead to great losses in the company. The products are then distributed all retail and whole sale shops in both the surrounding markets and international markets.

 In the music industry, there is a great competition of companies trying to acquire as many customers as possible. The main competitors are ITunes, Amazon and other free sites of music download. The market is faced with a challenge of online robbery and music piracy. There should be some set rules or a computer software that protects music products from robbery. This will create a better forecast in the future productions of the company (Pearce & Subramanian, 2007). E-Sonic ensures production of quality films and recordings to acquire stable market in the competing market. The media sector is developing every day with different innovations. This equates to the income generated to the music companies; music industry is thus a long term prospect.

**Assessing labour markets**

Labour market evaluation is a crucial tool for a business in identifying the current and possible impacts in the future on the workers qualifications and treatment. There are different capacities of employees in E-Sonic; some are customer services employees, software engineers, researchers among other positions. In 2012 the compensation rate was $14. 70; which is expected to increase with an estimated percentage of 13%.

The core concentration of the company is the consideration of the clients’ needs in the company. Clients’ services are authoritative to E-Sonic Company in all means. Clients are the ones who make up the goal of the company; without whom there will be no E-Sonic. The company has to ensure that their products and services are to the highest quality produced in the highest standards possible. When clients are satisfied with the products and services offered by the company, there are minimal disputes in the company (Rappaport, 2009). The very close employees who get in touch with the clients like the customer service agents should exercise high standards of decency and provide all the answers to the clients. Clients are also important in the company to ensure that they provide important ideas of production to the firm. Bad services put off the clients leading to poor market and bad reputation in the society. With bad reputation, the company cannot develop.

**Internal capabilities**

The company has the abilities to improve to a better angle. There are many innovations in the company to enhance development. Administrative systems have also been improved to ensure that the company management of assets is professional. In order for E-Sonic Company to fit in the competitive market, the company must ensure that all the operations are carried out in accordance with the company’s goals and objectives (Whitehead, 2002). Human resource capabilities are assessed by analysing the qualities and the weaknesses of the individuals. The company should ensure that the human welfare is well looked into so that the employees are comfortable in their working environment hence quality output. Compensation rates should be reasonable

 **Internally consistent job structures**

E-Sonic company emphasizes quality and reliability in executing their responsibilities in the company. All the employees have clear set of duty that outlines every individual’s role in the company. The company has job descriptions as follows; the administrative assistant is obliged to have significant trust in the company. He or she has to ensure that his individual preference does not interfere with his role. He is supposed to execute his role without prejudice. The clerical experts work the computer software to ensure that softcopy information of the company is safe and accessible for use by other employees (Whitehead, 2002). They handle outside communication with the clients while ensuring that the information is well fed into the company’s systems. They also carry out other internal jobs that are executed for internal data production and recording like photocopying documents and filling. The other position is for a laborer specialist. He or she is able to make acknowledgements in study matters and is also skilled with business knowledge. E-Sonic company employs individuals with a minimum of five years’ experience.

The position of a technology project manager is very crucial in E-Sonic Company. The holder is responsible for vast activities. He is responsible for all the activities around data handling in the company. He acts as a supervisor to the other employees to ensure that all they are able to follow all the set terms. He is responsible in ensuring that different projects in a company are executed (Rappaport, 2009). He also develops data innovation investments; ensuring that all the strategies are executed, providing comprehensive reports on all the requirements in developing investment status information. The employee responsible for degree statements should be a holder of MBA Degree in IT or management course. The company also requires that the employee to have a minimum of 5years experience. A show case director is responsible in in working in corporation with the developers and the mangers. He also does all the processes relating to promotion of other employees. He acts as staff representative representing the staff grievances to the human resource manager.

The positions are different in prestige; some people have higher ranks as compared to others, the company utilizes the compensable component (Whitehead, 2002). The company utilizes the build-point-evaluation method which analyses the qualifications of an individual in allocating the job descriptions. For instance, a labourer has different qualities from a customer service agent. In evaluating the job positions in E-Sonic, the company uses two main methods; the non-logical and rundown strategies.

Calculation of point values is used in high ranked positions. The motivations are estimated to be between 5 and 15 % on the compensation rate per year. Pay policy mix involves the role of the customer service representatives to solve all the disputes from the clients. Clients may have complaints, concerns or clarifications from the company. When such issues are not attended conflicts are likely to arise. It is therefore crucial that the client service representatives to have vast knowledge on all the company’s information and on the products on sale.

**Conclusion**

Every company needs regular assessments on all the sectors. In evaluating the internal structure of the company, the company needs to identify the roles of employees, the internal structures suitability and the sales of the company (Whitehead, 2002). The external sector of the company is also very crucial to provide a comprehensive analysis of the company’s competitors and the market status of the products. E-Sonic company uses analysis of both the external evaluation and internal evaluation to foster development and increase production. It is very crucial for a company to develop compensation rates and ensure that the rates are compatible with the employees’ job descriptions and ranks in the company.

**References**

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