



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

TASK 1

Student Information:

TASK 1

VTI Electronics is a large telecom equipment manufacturing company which manufactures medium to high range mobile handsets. The company is headquartered at 380 Bourke Street Melbourne 3000. The company has 14 flagship stores in Australia while several other retail outlets across Australia. The company has always worked based on its principles of building market share by focusing on customer experience; control all operational costs through efficient internal processes and establishing itself as socially and environmentally responsible company.

There is very high level performance expectation from managers and employees at every department and at every level of the company. The success of the company rests on its employees. The top management has always asked their managers to cater need for their employees, resulting in building an effective team. These needs could range from security to flexibility, skill development and self-actualisation. The company also has flexible approach in meeting performance targets.

Satisfying employees' needs actually leads to employees focusing more on their work and customer needs. Company also set goals in consultation with their employees. The managers are expected to lead employees by acting as a model leader with good behaviour and attributes. Managers demonstrate emotional awareness to inspire staff and promote positive team building behaviour.

You are appointed as Operations Manager of new store of the company in Highpoint Shopping Centre, Maribyrnong. You are also responsible for all sales operations. You are reporting to Store Head.

SCENARIO 1:

Towards the end of the financial year, you noticed that there has been a significant drop in sales of high end mobile handsets. You also noticed that these handsets are actually most profit making products for the company. The drop in sales is due to local and small competitors. You reported this to store head Jack and he immediately called a meeting to discuss this.

Jack was yelling on every staff member in the meeting and is unlikely of Jack's behaviour. He was even argumentative and arrogant with you and asked you to chalk out a strategy to improve revenues. You are aware that for such a large business, revenue cannot be increased immediately and sales, marketing and promotion related decision are taken by head office.

You are sensing the depressed environment after the meeting and few good performing employees are even thinking of leaving the company. Few managers have responded by pushing unreasonable sales demands onto their sales staff.

You are now feeling pressure to act against planned budget and pressurise others to significantly increase their performance, despite others are already showing good performances.

You know that Jack's behaviour was disrespectful to all the managers. It created unnecessary job security concerns and undermined trust. You are experiencing a negative effect throughout the store



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help