**COURSEWORK SUBMISSION FORM**

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Introduction

Car industry has become a lucrative business in the modern world. The following report will be devoted to UzAuto Motors, a car manufacturer of Uzbekistan. The report is broken down into 5 sections. The first element is introduction accompanied by an overall company overview. The next section will be description of company’s internal environment. Then, stakeholders of the business will be discussed in the 4th section, while the final one will consist of conclusion part, with brief summary of the whole report.

# The General Description of General Motors

|  |  |
| --- | --- |
| Name | «UZAUTO MOTORS» |
| Founded | March, 1996 |
| UZAUTO MOTORS LogoLogo |  |
| Industries served | automotive |
| Geographic areas served | Uzbekistan |
| Current CEO | Unknown |
| Headquarters | Andijan region, Asaka, st. Humo 81 |
| Revenue | Unknown |
| Operating income | Unknown |
| Employees | 10 000 |
| Main competitors | None. The company is monopoly |

The UzAuto Motors is the automotive manufacturing corporation based in Uzbekistan. The company manufactures commercial light-duty engines, buses and car parts. It is a national company that operates within the territory of Uzbekistan. In Uzbekistan, the headquarter is located in the Andijan region, Asaka, st. Humo 81. UzAuto Motors is the proprietor of several labels and branches. The company produces its cars under many brands. The main car brands include Chevrolet and Ravon. The company itself plays an important role in the society. First of all, it satisfies demand for vehicles. For instance, the interviewee told that the company sold more than 250 000 cars in the previous year, 2019. Even through this number includes export figures, still it is significant. People’s needs are being met. The second to the society is that the company provides many people with employment. This means that unemployment rate among the population decreases, which leads to economic growth and overall well-being of the nation. People will be able to feed their families. Thirdly, many local businesses depend on car industry. As this is one of the biggest industries, there are many clusters which are interconnected to each other. For example, if car production stops, the need for complementary products might go down. Complementary goods, according to Banton, “are items used in conjunction with another good or service” (2020). Example can cars and tires, cars and vulcanizations businesses and so on. That is why, a collapse in one industry might affect all other connected ones. Thus, it can be said that the company plays rather a pivotal role for society.

Internal Environment

1.Organizational structure

Moving to the internal environment of the company, it has the following features. Firstly, the company employs more than 10 000 workers (UZAUTO MOTORS, 2020). Secondly, Uzautomotors seems to have a bureaucratic structure, relying on observations I made. As the Alisher Ismailov (2020), module leader in Westminster International University in Tashkent, narrated during the lecture regarding the organizational structures, bureaucratic structure is a commonplace for governmental organizations. The other characteristic of Uzautomotors is that the company has a hierarchical structure. This means that the structure can be referred as tall. Tall organizational structure has many layers with many middle managers (Madura, 2007, p279). Another feature is span of control, which in tall organizations is usually narrow, with 2 or 3 people being under supervision of a manager. Also, the business follows a principle of a unity of command, “a principle that establishes a hierarchy where a subordinate reports or is only responsible to a single superior directly above their own position” (Mbitti, no date).

2.Management style and governance

According to the interview provided by the company’s representative, Uzautomotors’ managers use autocratic leadership style. In his book, Madura (2007) explained that autocratic managers are prone to “retain full power for decision making”. In other words, the manager gives orders to his/her employees, while the latter should follow these orders and cannot go against them. Another point that needs to be added is that….

Stakeholders

Uzauto Motors has many stakeholders who are interested in its affairs. This is because the company is well-known among the nation and is a monopoly. As it is the only light cars manufacturer in Uzbekistan, its main stakeholders include the government, customers and eco activists.

The government is one of the biggest stakeholders of all huge companies. In case of Uztelecom, the government is interested in it because it gets good revenue from imposing taxes to both people and the manufacturer. The former pays taxes when buying a car, while the later does this when selling it. In both cases, the government gets income. That is why, it is important for the government that the company is operating well and that customers are buying more. At the same time, government can impose certain sanctions to the business, if it tries to use its current position (monopoly) to increase prices. A good example can be recent news, which showed that the company has dramatically increased prices for its products up to 20%. Undoubtedly, this news could not but arose indignation among the population and government. In this case, the other stakeholder was also affected, which is people or in other words customers. This group is as powerful as the previous one. People can start boycotting the company by not buying their products, which would lead to company’s shutdown or bankruptcy. In addition, reputation of the company among the population can also suffer, as well as the image. In short term it would have almost no effect on company’s performance, but in the long term, this would lead to the loss of potential customers. That is why, the company should not neglect the power of this stakeholder too. Uzautomotors should devote attention to expectations of its customers, so that the latter will be satisfied and willing to acquire its products. Otherwise, there can appear serious consequences such as loss of customer loyalty and bad reputation.

The last, but not the least, the third stakeholder is eco activists. As Uzautomotors produces cars, which causes air pollution, is should not neglect the power of eco activists. These people even though not powerful, but can affect the perspective of the government, which could take certain measures against the company. For instance, if air pollution rate in Uzbekistan can exceed the norm, eco activists can start protecting the environment by forcing the company to reduce its production. This message can go to the authorities, who in turn might support the opinion of the activists. This then can cause certain problems for the manufacturer, which could be difficult to change.

For these reasons, it is essential for Uzautomotors to consider perspectives of all stakeholders in order to avoid potential problems. If managed properly, stakeholder satisfaction could even lead to some benefits to the company.

Conclusion

To sum up, the report provided comprehensive information about Uzautomotors. Firstly, the paper provided general information about the company. It was found that the business used mainly autocratic leadership style and that the company operates in a monopoly market. Next, internal environment of the business was analyzed. Finally, the report gave information about three main stakeholders and their impact on the business. Overall, the company has almost the same features as other big national companies have. The only thing I would recommend to the change is management style. It would be much better if the business focused more on its employees.

Reference list

Caroline Banton (2020). Complementary Goods. Available from <https://www.investopedia.com/terms/c/complement.asp> [Accessed 15 February 2020].

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Appendix

1. What is your name?
2. What position do you hold in this company?
3. If you are the head of a Department, then you have assistants, don't you?
4. And how many of them do you have, if it's not a secret?
5. Can you please describe how you feel about each other? I mean, for example, friendly or still as a boss and subordinate?
6. Do you have any things you do together besides work? Well, for example, you celebrate something or eat together.
7. How often do you go for a walk?
8. I'd like to ask you about your superiors. How do they treat you and the others? Strict or friendly?
9. Clear. What if, for example, you need a new computer to work with, who do you contact?
10. I can ask you about the traditions that you have at work. If it's not a secret, can you tell me a little about them?

11. Thank you very much for participating in the interview. I promise that your information will not be declassified to third parties and the interview will be confidential. Thank you very much again, goodbye.