

Business Management HL
Internal Assessment

Research Proposal

Word Count: 490

1 Research Question

Should the company, DDE consider outsourcing their labour demands ?

2 Rationale

DDE is a private construction contracting company that supplies and procures labour, material, equipment, and general miscellaneous technical works related to the construction of general structures and buildings. They have an office branch in Al Nahda, Dubai. The business has been showing steady and consistent growth every year. Due to the Covid-19 pandemic, the whole market has been hit severely, and DDE currently fails to land enough projects in its hand to generate significant revenue to generate a significant Net Profit. Following this, the owner is considering laying off full-time labourers and instead outsourcing them as per demand to reduce operating costs.

3 Theoretical Framework

1.3 - Organizational Objectives - SWOT Analysis - Explores the internal strengths, weaknesses, opportunities as well as threats of the business

1.7 - Organizational Planning Tools - Lewin's Force Field Analysis - Analyses the driving and restraining forces to decide whether DDE should consider outsourcing.

1.7 - Organizational Planning Tools - Fishbone Diagram - analyses the root issue/problem faced within a business.

3.5 - Profitability Liquidity Ratios - Ratio Analysis - Numerical and qualitative financial tool that can be used to determine the current and future financial position of DDE

4 Methodology

The investigation will combine **two primaries** (Interview with Owner & Questionnaire) and **three secondary** (Balance Sheet, Profit-Loss Account & Cash-Flow Statements) sources of data. The interview will seek the owner's views and goals for his business. The questionnaire will be aimed at the company's employees, managers, and previous customers.

The IB Business Management textbook by Oxford University press was utilised as a secondary source to reference concepts mentioned and definitions.

5 Planning

Anticipated Difficulties	Solutions
Finding an appropriate time slot to interview the manager.	Prebook appointments and confirm the meeting timings with him beforehand.
Bias involved in the Questionnaire of respondent's as well as a limitation on the respondent's opinion about other factors of DDE.	Provide some open-ended questions to provide opportunity for the respondents to express their opinion.
Imprecision and inaccuracy in the data collected from observation of the store since the store is observed only for a short period of time.	Increase the amount of time spent on observing the store. Spend more hours per day.
Lack of information about the competitors' businesses.	Use their websites as secondary sources to obtain as much information as possible.

6 Action Plan

Tasks	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Informal meeting with manager to discuss the project							
Formal interview with the manager to discuss the goals of the business							
Prepare Questionnaire							
Send out the Questionnaire							
Collect Questionnaire Responses							
Procure Company Financial Statements							
Informal meeting with Company Employees							
Observe the Company Management							
Analyze the collected Primary Data.							
Analyze Company Financials.							
Written Report 1st draft Submission							
1st draft Revision							
Completion of the final Draft							
Discussion on the Report with the Company Owner							
Submission of the Final Report							

Figure 1: Gantt Chart for the Investigation