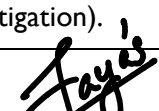


# Canterbury Institute of Management (CIM)

## ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
I. CIM12137	Ayesh Chathuranga	Jayasekara	cim12137@ciom.edu.au
Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - <i>Week 5</i>		
Due Date & Time	03/11/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 279	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> <li>✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's <b>Academic Integrity and Honesty Policy</b> available on the website.</li> <li>✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course.</li> <li>✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group.</li> <li>✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation).</li> </ul>			
Signature:			Date: 02/11/24

# MGMT402 Strategic Management

## Reflective Journal - Week 5

Ayesh Jayasekara - CIM12137

### Functional Level Strategy

Functional level strategy, is what applies on the ground level of an organization. This is what supports, drives, the business and corporate level strategic moves. It also leads to,

- Operational Efficiency
- Product Quality
- Innovation
- Customer Responsiveness

#### Attaining efficiency

Efficiency can be described scientifically as,

$$Efficiency = Output/Input$$

Some functional level strategies focus on improving efficiency, with improvements an organization can attain economies of scale leading to recursive ripple effect on company throughput.

#### Improving product quality

Quality of a product is not quantifiable. Therefore it is always either quality as precised or reliability compared to similar product from a competitor. Some functional level strategies focus on improving product quality so the organization achieves some form of competitive advantage compared to other players in the market.

#### Driving innovation

Innovation is a key driving factor for success and is leading to inimitable products, processes & designs all of which helps to gain competitive advantage for an organization. An organization must enable and create a culture through functional level strategies by recognizing and awarding innovative ideas for example automate repetetive tasks, improve design.

#### Improving customer responsiveness

Functional level strategies must also focus on improving customer responsiveness by utilizing available resources such as information systems effectively (*ex. Customer Relationship Management Tools*).

## Why functional level strategies are important?

Just like a band playing an orchestra, it is vital that ground level employees are aligned and tuned to direction of leadership and the driven by business operation goals. Without functional level strategies in place, a company will not be able to sustain its daily operations leading to catastrophe or total loss of business eventually in my opinion.

According to (Attique & Muhammad Shakeel, 2023), it is argued that companies adjust their functional strategies upon uncertain environment conditions implying the importance of functional level strategies further.

# Bibliography

Attique, u. R., & Muhammad Shakeel, S. J. (2023). The interplay of integration, flexibility and coordination: A dynamic capability view to responding environmental uncertainty. *International Journal of Operations Production Management*, 43(6), 916–946. <https://www.proquest.com/scholarly-journals/interplay-integration-flexibility-coordination/docview/2809449435/se-2>

## Evaluation Comments