Declaration of Academic Integrity

**Please mark the square box to indicate that you have read and accepted the following statements and type your name and date of submission below the box.**

**Then copy and paste the form to the front of your Tutorial Answers (in word format)**

**Your Tutorial Answers will not be accepted without this declaration.**

|  |
| --- |
| I confirm that:   1. I have read and understood the University’s Shared Values & Honour Code, including the information on practices concerning the academic integrity (given in <http://academicintegrity.ntu.edu.sg/a-guide-to-academic-integrity/>) and that in the attached coursework submission I have worked within its expectations (<http://academicintegrity.ntu.edu.sg/shared-values-honour-code/>). 2. I am aware that failure to act in accordance with the University’s Shared Values & Honour Code may lead to the imposition of penalties which may include the requirement to revise and resubmit an assignment, receiving a lower grade, or receiving an F grade for the assignment; suspension from the University or termination of my candidature. 3. I consent to the University copying and distributing any or all of my work in any form and using third parties to verify whether my work contains plagiarised material, and for quality assurance purposes. |

**I have read, and I accept, the above.**



Chai Wen Xuan 3/2/2022

Name Date

Tutorial 2

Lecture 2

1. 1. Task Environment:
      1. Competitors: Wecare has a competitors that put a similar massage chair into the market at the same time, causing the bad sales result of the new launch product from Wecare.
      2. Labor Market: Wecare provides well company perks for the employees to attract more high quality staff to work with the company.
   2. General environment:
      1. Technological: Wecare implements a virtual assistant robot in the retail stores to enhance customer service experience.
   3. Economic Responsibility:

Wecare need to be profitable to be able to continue the business and operates the whole company to pay for all the cost such as employees salary, outsourcing payment.

* 1. Legal Responsibility:

Wecare need to obey the law by paying taxes to government and follow the rules.

* 1. Ethical Responsibility:

Wecare can improve labour policies to create a positive environment for all employees.

* 1. Discretionary Responsibility:

Wecare can engage in community service program, volunteer program. For example, donating their products to Nursing home.

1. Wecare has an involvement culture, it operates in a high flexibility environment and focus more on Internal Strategic. For the flexibility part, Wecare acts fast to implements a decision which is to advertise more on the new products when an opponent appear in the market. For the Internal Strategic, Wecare has generous company perks for employees, for example, employees will be given opportunities for taking on other job roles.

Lecture 3

Diagnosis and Analysis:

Wecare did no do research on both customer and competitors. It appears that there is a competitors which is also working on a similar products.

1. Steps not done well:
   1. Recognition of Decision Requirement
      1. Wecare did not identify the opportunity well as it appears that there is a competitors which is also working on a similar products.
   2. Diagnosis and Analysis of Causes:
      1. Wecare did not do research from existing customer on their needs of one premium massage chair, to understand the underlying causal factors of producing the product.
   3. Development of Alternatives:
      1. Wecare never focus on developing other alternatives and only works on one solution, which is the MyCare massage chair, which is a high quality and expensive product. Altho is will have high income, it also comes with high risk.

Suggestion: Wecare needs to communicate more with the customer, for example. A survey can be published to existing customer/ new customer to ask if there is a will to have a premium massage chair in their home.

1. The reasons that managers make poor decision if because of Cognitive Bias and Emotional Bias.

The poor decision I have made is that I never focus on the most important thing that I need to done. The cause of it is I’m always overconfidence that I can do anything esality and influenced by emotions to procrastinate.

I will need to do a postmortem every time I made a bad decision so I can remember the lesson and avoid it next time.