BU5601 Tutorial 1

Q1. Describe how each of the four (4) functions of management was used in relation to the design and development of the MyCare massage chair.

Answer:

1. Planning:

When selecting the goals, MyCare massage chair is set to be a high tier product­ in massage chair industry, and at the same time, the production price is also high. Hence, the management team decided to also sell the massage chair in a higher price, targeting at existing customer and new customer, to gain profit from there. The goal they have set is to sell at least 1000 chairs in the first year and achieve 20% growth after that.

1. Organizing:

In organizing part, the main part is the producing part of the massage chair, to allocate task, Wecare commissioned a design team based In Japan, and a factory in India to produce the designed chair. While within Wecare, they focus on its core business, which is marketing, to help in future sales before the product lunch.

1. Controlling:

In controlling the quality of product, A Total Quality Management process was used. Besides, when MyCare massage chair did not sell as well as expected, Wecare quickly implements a way which is to use television and social media advertisements to improve the image of the massage chair to compete with their competitor.

1. Leading:

In Leading, Wecare monitor employees in a way that highlighted each contribution personally to the product. This mentoring system supports their personal and career development. Besides, 20% discount is also given to all staff for storewide products.

Q2. From the case study, using Mintzberg’s managerial roles, cite the examples of the roles that CEO Mark Tan and his Management Team in bringing success and also managing incidents.

1. Informational

* In paragraph 8, Management team was able to get notified that a competitor had put a similar massage chair onto the market about the same time, at a lower price.

1. Interpersonal

* In paragraph 10, Mark Tan is a leader who is humble and praise the work of colleagues. He is also not proud or arrogant, which is a very good traits of a leader.
* In paragraph 10,11, a internal award system that recognises staff achievements and 20% staff discount is also given to staff to motivate them.

1. Decisional

* In paragraph 8, when MyCare massage chair did not sell as well as expected, quick action was taken to tackle the problem.
* In paragraph 12, as the company grows bigger, management team decided to outsources some work to independent firms that are better in the area, to form a partnership. They decided to only focus on its core business of marketing and selling its premium products.