

UKS32022

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Management Practice on the company BikeZone15

1.0 Introduction

The management practices in an organization deal with the consequences that might be usually related to the working methods and creation of innovations by the managers. It tends to improve the effectiveness of the work systems that are right for the organization. Common management practices are thus held by training staff, empowering the staff, and introducing them to adapt to many new technologies. The company **"BikeZone15"** is selected for the context of the study to be performing their management practices. The context of the study will cover an overview of the company, the vision, mission, and objectives of the study and take upon various such Critical Analyses and strategic decisions for the company.

2.0 Overview of the Company

It is a vast bike-selling company of various brands and designs. The company not only sells motorbikes but also motorcycle accessories like rims, helmets, gloves, apparel, and many more. It is a bike manufacturing company with all the executives for the team that is meeting with the mandatory consequences if any such team members conflict (Chen *et al.*, 2022). The company is operated from Noram, Europe. It is the largest bike manufacturing and selling company which will be opening soon in New York City and Amsterdam. The board of executives contains **"Karuppaiah"** and **"Sakthivel"** who have the primary responsibility of being the Vice-president of Advertising of the company. Next are **"Karappan Cheri"** and **"Nishiya"** who have the primary responsibility of Vice-president of Sales management. Then comes **"Patel"** and **"Bhaktibahen Dineshbhai"** who have the responsibility of being Vice-president of Finance. Next, **"Ethan"** and **"Madhurita"** have the responsibility of the President taking responsibility for overall leadership. The final executives are **"Ramachandran"** and **"Ramakrishnan"**, those who have any responsibilities for the organization. The total score cost for the operation of the business in operating in Amsterdam is as such 126000. The brand company is consistently manufacturing modified and branded motorbikes, metal-coated bike frames, standard brakes, hybrid comfort tyres, and standard carbon fiber material such as polymer gel purpose seats, handlebars, and gears.

3.0 Vision, Mission, and Objectives

Vision

The vision of this company **BikeZone 15** is to promote new bikes for the targeted customer segment (youth) and develop effective brand management and reputation in the bike manufacturing and parts-selling industry. The company wants to develop a strong and accessible

bike brand in the business market with great product quality and long-lastingness so that all kinds of people can afford the products. As per Nickels (2019), the company wants to develop within the next 5 years to achieve a competitive business position in the bike manufacturing and selling market. The company wants to develop the business market in the bike manufacturing and selling industry to become a high-service provider for customers. The customer-centric business approach development and gaining the position of profitability management is the vision of ***BikeZone15 company***. The development of high sales and service people in the manufacturing of comfy bikes and fitness bikes has to be increased in the market of New York and Amsterdam is one of the primary visions of this company. The company has a mission to develop customer service and innovation in bikes to provide them with fun rides without pain and less environmental impact by the products.

Mission

The ***mission statement*** of this company is to develop a strong and vibrant bike brand accessible to all and at all means of life with a great impact on innovation, quality of health, and the economy.

Objectives

The objectives of the company are the following-

- To develop bike manufacturing and selling process ⁵ to gain a competitive advantage in the industry
- To attract the youth segmentation of customer targeting to increase business growth
- To develop manufacturing competencies to become high-service providers in the market
- To develop a focus on smaller and high-margin segments along with competitive segment
- To provide customer service in terms of fun rides without having pain and less carbon emission

4.0 Critical Analysis of Strategic Decision

4.1 Strategic Management

Strategic management is the process of setting goals for the company to activate its objectives to make the company run in more competitive situations. The company Bike ***“BikeZone15”*** is set to have a strategic management plan that looks effective by deploying the staff and resources in achieving the goals. While the company is competitive with the products and services of bikes in Amsterdam (Basu *et al.*, 2023). The ongoing process of monitoring, analysis, planning, and assessment of the organization faces several competitions concerning the necessities the

organization needs to meet its required goals and objectives. The aim of the organization to change the business environment of *"BikeZone15"* is to help the organization in taking stock of keeping bikes and accessories to have tough competition with the competitor. The strategy can differ from their business operations of manufacturing and selling bike parts by merging with other companies that sell bikes. Strategic management thus processes help the organization to take in the leadership of the company by thinking of the future perspective of the company. Unlike it is done, the strategic approach can have continuous manufacturing and creation of new innovative bikes to portray the organization's activities resulting in market share and profitability.

4.2 Brand Image

The brand image refers to taking upon the audience to be perceived and make the brand know the customers feel about the experience and services that are being received from the brand. The company *"BikeZone15"* is a very large bike company operating in Amsterdam and New York. The opinion of the customer about the brand at an open forum and giving any such review to the online platform of the official website of the company helps to attract lots of customers in the form of marketing. Primary responsibility is taken by *"Karuppaiah"* and *"Sakthivel"* who do most of the branding and advertisement of the company for promotion. Brand image is mainly the reputation of the company *"BikeZone15"* which the company holds against their customers for better feedback and to create a loyal customer base. Brand Image is taken into consideration by the customers to link with the defined perception that the brand must have ⁶ in the minds of the customers. The image develops over time as the customers see innovations in the bike business and new parts installed while manufacturing 2 cylinders and 4-cylinder bikes with one single exhaust and metal shine finish (Haralayya, 2022). The development of 2 or 4-cylinder bikes sets a higher price and thus maintains ³ the brand image of the company. The customer perception of the brand based on their interactions can be dealt with through experience with the brand and beliefs that the brand can be done in any competition for any market. *"BikeZone15"* spends most of its effort and time in building its brand identity thus losing it is very much perilous for the company. Thus the brand decides on the way a brand would be likely by the customer's feelings when they come in contact with the brand. It is proficient for the brand personality with the brand image to give them eventual rise as when the customer reacts and interacts with the brand to get to know about the brand in more detail.

4.3 Brand Marketing

The brand marketing can be done through the process of a marketing plan done by “*BikeZone15*”

Product

The product company is manufacturing bikes and keeps the accessories of bike parts also for customers who require the spare parts alone. The innovative bikes that the company produces or manufactures are all fitted with various racing features and facilities like mountain comfort tyres. The usage of precision brakes where rider bikes are being replaced with aero bikes for the company.

Price

The price of the company is set by the top hierarchy of the company, where the company sets its business plan according to the set price range of the bikes and their accessories parts. The bikes have lots of facilities and features with proper accessories installed like front & back disc brakes, pedals, and wheel rims (Zhang *et al.*, 2023). The company uses a skimming pricing strategy for their business to set the price of every bike and their accessories and bike parts. The price is set similarly for all products and then it gets gradually increased as per demand for the consumer.

Place

The place where the business is operating is in New York City, Amsterdam. Then the company is made operational from Bangalore also as its branch office. The total cost of the business thus has made the total store cost by 139000 with hiring and sales professionals by the service people.

Promotion

The company does its promotion very well by doing brand awareness and brand promotion of its business. They have their executives “*Karuppaiah*” and “*Sakthivel*” responsible for brand promotion and advertisement and those executives are primarily responsible for the advertising purpose for the business. The proper role of the business has been taken for maintaining with the members to participate in the promotion to do it both traditional way and online mode. In regards to online promotion, the company uses several social media platforms like Facebook and Instagram to promote its business page and show traditional and featured bikes to customers. If a customer thus likes to purchase one bike then it is redirected to the company's website for the purchase to make it successful for the customer.

4.4 Human Resource Management

Human Resource Management is a strategic approach and model to be used for nurturing the support of the employees for ensuring a positive workplace environment. The functions of the

environment may vary with the cross-cultural norms that thus have different usage and business for the industries that are typically used to be included for the development and recruitment for compensation and benefits (Galvin *et al.*, 2020). There are also strategic management approaches for the company and the association of the HRM to follow and retain skilled employees to work in manufacturing bikes. The HRM is instructed by the top management of the organization to recruit the most skilled workers who can take on any responsibility for the goodwill of the organization. The company **“BikeZone15”** develops strategies with the HRM of the company to organize types of training that are required in case of the workers. The employees were also offered an appraisal bonus and overtime bonus if they worked very long hours. The organizational rules can be divided into for proper segmentation of the that thus operates for the business with the multilevel resources required for the organization by the rules according to the variable types considered for the association of the company's employees and top management bodies. The HRM also looks for the anatomy that would be kept on searching for new talent for the organization to keep the momentum of the organization's growth and success.

4.5 Performance Management

The performance management of the organization **“BikeZone15”** is to keep the ongoing process to maintain the communication between an employee and a supervisor. This thus occurs throughout the year through the support for accomplishing the strategic objectives to be maintained within the organization (Tian *et al.*, 2021). The organization while trying to maintain its driving forces to have its performance management to showcase in comparison to other industries and other company of similar sector that deals with

Competition in the industry

The competition in the industry is likely to be made upon other bike companies that are operating in Amsterdam and New York. The selling of the spare parts of the business is highly competitive in the market with other companies thus if any other company sells a similar product at a cheap price then the market would turn to that company's court and the competitor might gain an advantage from the business trends. The major competition is to attract the youths who have fantasies or crazes for bikes and different models with features.

The potential of new entrants into the industry

From the new entrants into the industry, the rise of the company may vary with the latest manufacture of the company of new innovative bikes with the usage of the latest spare parts and

works. The competition in the industry thus also increases the performance of the company to identify the major entrants that they can make to any other markets (Sienera *et al.*, 2022). Thus if the company tends to expand its business to the international market then the entrants threaten or if any other company comes to do their business in Amsterdam of a similar sector then the company suffers a major threat in their business due to competition.

Power of suppliers

The power of suppliers is thus being leveraged with the power to influence the price as well as the availability that has for proper resources and inputs (Ajay *et al.*, 2019). Suppliers of the company tend to be the most powerful when the company very much depends on the supplier for any spare parts for the bikes or raw materials required for manufacturing. Thus this cannot be switched as the suppliers attract high costs by the lack of alternative sources.

Power of customers

The power of customers of the company is to maintain their ability of them in reduced prices and improve quality to buy the best bikes from the company. The youths thus mainly get attracted by the shining model of a good-looking bike with attractive features and facilities for them by higher-quality products and lower prices.

The threat of substitute products

The threat of substitute products is the availability of the company and any other products that have with the customer by the purchase made from outside industry. The threat of substitute products from the organization thus mainly creates deteriorates the longevity of the bike (Zabala *et al.*, 2022). The battery of the bike deteriorates if new products or accessories of the bike parts come into the market from other companies and thus reducing the longevity of the bike.

4.6 Operation Management and Finance

The operations management and finance of the company is the process of doing business operations wholeheartedly in the company. This is the process of overseeing the various functions of the business to be done through the process of financial activities to be taken and maintained for the business. All the process of the business is taken into financial activity that might be taken for the phases which are controlled based on the concept of transactions. The operation management of the business depends on the financial planning that has been made based on accounting, financial forecasting, budgeting, and analysis of financial data.

Particulars	Amounts (in USD)
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Equipment cost	1578
Raw material cost	1789
Marketing cost	2342
Recruitment cost	1120

Table: Financial plan for the business

(Source: Self-Created)

4.7 Strategic Decision-Making

Strategic decision-making for the company “*BikeZone15*” to operate with the business when the short-term decisions are likely to be taken with the long-term vision to be maintained and as directed by the organization. This has been governed to typically entail using small quantifiable goals that contribute to the overall mission of the organization. The strategic management of the company uses strategy for the decision-making of taking valuable decisions for the betterment of the company by the board of directors (Simmie, 2020). The decision is made typically to meet with the strategic decision-making process in assisting with meeting the goals and objectives of the company. The vision and mission of the company need to be achieved by taking the most important decision for the sake of the betterment of the company. Administrative decision strategies are short-term decision strategies while the strategic decision by the top hierarchy of the business is the long-term decision granted for the future of the business.

5.0 Conclusion

From the above topic and based on the discussion made so far, it can be concluded that the research is all about the management practice for the business of “*BikeZone15*” company. The company is eagerly making various strategies for the business for smooth operation and facing new threats in the market like the competitors. The overview of the company is given in research to entail and get a study of the company very well. The vision and mission statement of the company is shown with the proper objectives of the company to meet. The strategic management of the company with brand image and brand marketing is done as per the company policy norms and shown in the research. Performance Management of the company is shown with operations management and financial status of the company by giving a financial chart or plan for the company. Strategic decision-making of the company is also shown to understand the decision-making bodies of the company very well.

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