## Review Classmates: Module 4 Mini-Project

Review by August 26, 09:59 PM PDT

|  |  |
| --- | --- |
| **Reviews** | 3 left to complete |

ABC inc. Strategy



by Obi Eji

Submitted on April 25, 2016

like Flag this submission

### Part 1

Using the information provided in the Assignment Details section of the **Instructions** tab, choose an organizational setting.

Clearly identify and describe your setting of interest.

The setting of interest here will be ABC inc. This is a shipbuilding company which has the capacity to build military ships. ABC inc. has about four thousand employees in total. About one thousand of the employees work in the admin, engineering and program departments , consisting of executive managers, engineers, designers and technical assistants. The remaining three thousand employees work hands-on, in the shipyard. They are referred to as production workers which consist of welders, pipe fitters, electricians and mechanics.

### Part 2

Briefly describe the overarching strategy of the organization, as well as the various perspectives (e.g., customer perspective, etc.) that the organization could adopt.

**OVERARCHING STRATEGY**  
ABC inc. continues to demonstrate its support to the Canadian Navy - its customer, by designing, constructing and delivering combat ships. ABC inc. also offers post-delivery ship repair and maintenance services in shipyards located in Germany, China and Australia. Since our customer is involved in military sea missions around the world, setting up strategic partnerships with shipyards in the above mentioned countries for repair is essential to satisfying our customer.  
  
**CUSTOMER PERSPECTIVE**  
**QUALITY PRODUCTS**  
Our customer expects the ships that we have been contractd to build for them to be structurally sound and technologically capable to meet with their mission requirements around the world  
  
**BUDGET**  
Our customer expects us to meet up with our budgetary requirements. Exceeding the budget will not be tolerated, as it will diminish our reputation and our customer's confidence in us as their prime shipbuilder.

**TIME**  
We are on a schedule to deliver one ship every year starting July 2019. This schedule must be strictly adhered to.

### Part 3

Identify and describe **no less than four** organizational goals/objectives relevant to your setting. Be specific.

**ORGANIZATIONAL GOALS**  
**1) TO DELIVER STRUCTURALLY SOUND AND TECHNOLOGICALLY ADVANCED SHIPS.**  
In order to meet internationally accept safety standard and military mission requirements, the ships we build have to be structurally sound for durability, especially during bad weather and rough seas. The ships also have to excel in modern day technologically induced warfare.

**2) TO DELIVER THE SHIPS UNDER BUDGET AND ON TIME.**  
When the cost and time to build and deliver each ship has been determined, and the contract between ABC inc. and our customer has been signed, it is essential not to exceed the budget to maintain adequate cash flow into the company, and also important to meet up with the relevant set milestones, so that the ships can be delivered on time.

**3) TO PROVIDE QUALITY SHIP REPAIR AND MAINTENANCE POST-DELIVERY SERVICE TO OUR CUSTOMER.**  
Our customer maintains military presence in seas around the world. Strategic relationships have been developed with shipyards in some countries around the world to provide high quality maintenance and ship repair services to our customer, to encourage their missions around the world.

**4) TO PROVIDE EMPLOYMENT OPPORTUNITIES TO CITIZENS.**  
It is a goal of ours to contribute to the society in which we are located in. Providing employment opportunities to our citizens is a way to strengthen our economy.

### Part 4

Identify and describe at least two measures that correspond to each goal you identified in Part 3. Describe the measures in enough detail that would allow someone to implement and use the measure (i.e., how is the measure captured, what scale is used for the measure, etc.)

**GOAL:**  
**TO DELIVER STRUCTURALLY SOUND AND TECHNOLOGICALLY ADVANCED SHIPS.**  
**MEASURES** :   
1) **To track progress in customer satisfaction.**   
During ship design and construction, it is essential to invite the customer representatives to visit our facility periodically, to inspect and review the progress of the project so that all parties involved can agree with the direction and flow of the project. This measure will help reduce the chance of dissatisfaction with the finished product.

**2) To ensure that the roles of departments and employees in general are tied to the goal.**  
It is essential to enlighten all the employees to the fact that their jobs are either directly or indirectly related to the design, construction and delivery of ships. Designers should be adequately trained in the design softwares used in the company. Junior engineers should perform calculations which will be checked for accuracy by senior engineers. Managers should hire good talent and ensure they are adequately trained.  
  
**GOAL**  
**TO DELIVER THE SHIPS UNDER BUDGET AND ON TIME.**  
**MEASURES**  
**1) Decentralize departments.**  
When decision making rights are given to managers and employees, the responsiveness to tasks increases. This can speed up to time to meet with some deliverables and milestones set by the company.

**2) Focus on results**  
Every employee should focus on the big picture, regardless of their duties. As the goal is to remain under budget and deliver the ships on time, tasks should be carried out punctually and with priority.  
  
**GOAL**  
**TO PROVIDE QUALITY SHIP REPAIR AND MAINTENANCE POST-DELIVERY SERVICE TO OUR CUSTOMER.**  
**MEASURES**  
**1) Develop accountability**   
In order to set up and maintain good relationships with ship repair and maintenance facilities around the world, ABC inc. representatives who negotiate in these deals with the facilities must be accountable and trust worthy in order to ensure a successful partnership.

**2) Effective communication.**  
Communication between ABC inc. and the partnering shipyards has to be effective to define clear terms of the partnership, in order to ensure quality service is rendered to our customers.  
  
**GOAL**  
**TO PROVIDE EMPLOYMENT OPPORTUNITIES TO CITIZENS.**  
**MEASURES**  
**1) Provide incentives and compensation**  
The provision of incentives and compensation to employees will motivate them to continue with their work, with the hope and expectation that they are duly rewarded for their efforts.

**2) Create advancement opportunities**  
Some employees have the desire to move up and acquire additional responsibility for personal and professional development. This also, is a motivational factor for employees to seek employment and remain employed with ABC inc.

### Part 5

Describe how you would provide incentives to managers and employees based on (at least) two of the measures you identified in Part 4.

It is important to make the desired results of the company clear to managers and employees. The results can be broken down into meeting up with milestones, introducing better design softwares, introducing better construction products etc. Employees who achieve this results for the company can be compensated with a raise in salary or a bonus attached to the result.  
  
Also, employees who have shown that they are accountable and can be depended on should also be rewarded with incentives to motivate them to do better. This'll also help in their personal and professional development.

### Part 6

How might managers use subjective performance evaluation in this setting?

In this setting, managers can use subjective performance evaluation with reference to the following points:  
1) Personality  
2) Appearance  
3) Interaction  
   
As the manager evaluates employees based on these three qualities, he provides interpretation of the employees performance on each criteria, and proffers examples to help the employee understand his performance and suggests ways to improve in deficient areas.

Read the response to Part 1 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* **7 pts - 7 points: Passing, meets expectations.**
* 9 pts - 9 points: Well above average, exceeds expectations.
* 10 pts - 10 points: Superior performance, excellent.

Read the response to Part 2 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* 7 pts - 7 points: Passing, meets expectations.
* **9 pts - 9 points: Well above average, exceeds expectations.**
* 10 pts - 10 points: Superior performance, excellent.

Read the response to Part 3 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* 7 pts - 7 points: Passing, meets expectations.
* **9 pts - 9 points: Well above average, exceeds expectations.**
* 10 pts - 10 points: Superior performance, excellent.

Read the response to Part 4 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* 7 pts - 7 points: Passing, meets expectations.
* 9 pts - 9 points: Well above average, exceeds expectations.
* **10 pts - 10 points: Superior performance, excellent.**

Read the response to Part 5 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* 7 pts - 7 points: Passing, meets expectations.
* **9 pts - 9 points: Well above average, exceeds expectations.**
* 10 pts - 10 points: Superior performance, excellent.

Read the response to Part 6 and assign points below. Be sure to see the detailed rubric on the Instructions tab before assigning points.

* 0 pts - 0 points: No answer, completely irrelevant answer.
* 5 pts - 5 points: Insufficient answer, incomplete, lacks supporting evidence.
* **7 pts - 7 points: Passing, meets expectations.**
* 9 pts - 9 points: Well above average, exceeds expectations.
* 10 pts - 10 points: Superior performance, excellent.

Please share constructive comments about the responses. How original or innovative was the chosen setting? Were the explanations provided clear? What is one strength of the submission? What is one area of improvement that you would like to suggest?

Submit Review

*well done!*

Visible to classmates

