

20/01/2021

The Environment & Culture

* Organization - environment relationship :

এখানে আমরা ২ টি dimension দেখছি। যেখানে ১ টি firm change dimension যেখানে stable আর relatively dynamic circumstance প্রকৃতি পাওয়া যায়। আরেকটি firm homogeneity - to the extend that environment is relatively simple or complex. (মোট অসুখাণী ৭ to level দেখছি।)

Exam-এ আমি সব ৭ টি level এর example বুঝিয়ে দিচ্ছি।

① Least uncertainty : Example : restaurant,

certain segment of consumer, limited product line, stable suppliers.

Another example হলেন?

যদি দোকানের চাল,

② Moderate uncertainty : Clothing industry. customer

homogeneity
base simple

but taste changing.
* chips, soaps.

③ Moderate uncertainty: ~~ଅନୁମତ~~ ~~homo~~ homogeneity or complex

ବିକ୍ରି market or environment stable.

Example: ଶକ୍ତିର ଅଭାବ, Model change tough.

* Medicine, vaccine.

④ Most uncertainty: Software industry. The environment is constantly changing and has a large number of elements to deal with.

* ~~new~~ smart phone. (new technology + people demand + Marketing)

Organization-environment relationships

Thomson - ଏହା ଏକ general classification ଭାବରେ ଏକ
ସରଳ ଏବଂ ପାରମ୍ପରିକ ଭାବରେ ଶକ୍ତିର research କରେ.

ଏହା ଏକ theory ଦିଏ manager or detail କାର୍ଯ୍ୟ

କାର୍ଯ୍ୟ, Micheal E Porter → Harvard Prof.

Strategic management ଏବଂ ଏହା ଏକ research କରେ

এটি environment টার দর category তে divide করে।

① The threat of new entrance: নতুন পের market -

আমার বর্তমান প্রতিদ্বন্দ্বিতা বা প্রতিদ্বন্দ্বিতা, ~~এক~~ Restaurant খোলার
জুড় মজা প্রবেশের সময় পের প্রতিদ্বন্দ্বিতা, entry barrier নাই,
যিহু telecom operator এর প্রতিদ্বন্দ্বিতা, hospital এর প্রতিদ্বন্দ্বিতা
প্রতিদ্বন্দ্বিতা আছে।

② competitive rivalry: Gp & Robi এর মত প্রতিদ্বন্দ্বিতা

সবাই compete করে market - প্রতিদ্বন্দ্বিতা আছে। যেমন ওয়া
এক price নিয়ে প্রতিদ্বন্দ্বিতা করে বা প্রতিদ্বন্দ্বিতা করে market -
প্রতিদ্বন্দ্বিতা আছে। like: Unilever - এর Lux, ওয়া প্রতিদ্বন্দ্বিতা
market share ~~এক~~ ওয়া প্রতিদ্বন্দ্বিতা company - এর প্রতিদ্বন্দ্বিতা।

③ Threat of substitute product: অন্য অন্য যিহু

জিহু প্রতিদ্বন্দ্বিতা product এর প্রতিদ্বন্দ্বিতা competitor এর,
substitute product ও competitor. যেমন: alternative
product এর service use প্রতিদ্বন্দ্বিতা প্রতিদ্বন্দ্বিতা threat.
যেমন: computer অন্য এর calculator - এর demand নাই,
phn অন্য camera - এর demand নাই, Type writer.

④ The Power of buyer : Readymade garment sector is very small as ~~the~~ buyer is very powerful. It is a company that is.

⑤ The Power of suppliers: Example Kenya power supply company which is a power company that has a lot of power current and it can charge what they want.

Organization - environment relationships:

Organization - a turbulent (ଅସ୍ଥିର) environment - ଏ

১) অন্য সংস্কৃতি environment - এ তুলে
 ২) অন্য organization এর যে অন্য চাফাফি ফিরে আসে.
 ৩) type turbulence .

একটি organization
যদিও একটি issues কিন্তু one type turbulence. এবং

ଏହି ୫ଟି ମଧ୍ୟ manager ନା କି ଅନ୍ୟ କି
 influence ଗ୍ରହଣ କରନ୍ତି

এই চিত্রটি
বুঝায়, কিন্তু এতটুকু turbulence আছে যেটা
করতে।

predicted 8 ଆକାଶୀତ ନା, ମହା: covid

Decade wise market assessment: current picture with.

Telco company market share 10 years back market.

(2009-2019).

2009-এ মোবাইল 6 এর আয়তন ছিল.

2014-এ মোবাইল.

2019-এ 9 এর আয়তন ছিল.

মোবাইল GP + 44% → 92% → 96%

Robi → 17.32% → 21.89% → 29.66%.

etc.

27-01-21

Basic elements of planning & decision making:

ତେ ଏହାକୁ ଭାବିବା ଦେଖ planning-ଟା overall process ଟା

ହେ.

The Planning Process:

ତେ Environmental & Context-ଟା under-ଏ organization ଟା
Mission, Purpose, Promises, Values, Directions ଏହାକୁ
1st - ଏ determine କରା ହୁଏ

Then ~~କି~~ Strategic goals and strategic plan ନିର୍ଦ୍ଧାରଣ

↓
tactical goals

↓
tactical plans

↓
Operational goals

↓
Operational plan ~~ନିର୍ଦ୍ଧାରଣ~~

ଏହାକୁ ଭାବିବା ଗୋଟିଏ ନିୟମ ଅଟେ।

Goals:

Purpose of goal

① Provide guidance and unified directions to the people of the organizations.

Goals - 23 video (Hindi) (Hindi) (Hindi)

② Planning depend on it.

③ For motivation goal is required

④ Goal ~~provide~~ provide mechanism for evaluation

3 different stages of goal.

* 1st stage strategic goal. For the top management.
hp that start company with computer start on 1981
2016 - 25 sustainability report - a white paper hp 2025
- 25% green house effect problem 25% more
report.

* Practical goals are for the middle manager
to focus on the action necessary to

achieve the goal. so, manager or hr - is goal or implement it or middle manager - he is distribution of it.

* Operation goals are for lower level manager to tackle short term issues. so it is tactical manager decide manager, manager hr - is it is machine and operational goal.

is goal - is it is area and time frame and.

example: football manager and manager and area

to (goal) and (area) and (time) and (limit) and (opponent) - is it is.

Boundary set and and.

and rules and goals set and.

Goal set - ବ୍ୟାପକ ସମ୍ଭାବ୍ୟତା ରଖିବା ସହ ସ୍ମାରକ

S = specific

M = Measurable

A = Achievable

R = Realistic

T = Timely

So, ଆମେ ଯିଏ ଯିଏ ସମ୍ଭାବ୍ୟତା ସହ ସମାନ୍ତରାଳ. That calls

Optimizing: Balancing and reconciling possible

conflicts among goals.

ଆମେ ଯିଏ ୭ ବର୍ଷ ପୂର୍ବରୁ ଥିବା, ଆମେ ସମାନ୍ତରାଳ କରୁଛୁ
କରୁଛୁ ଥିବା, ଆମେ ଆମେ ଯିଏ କରୁଛୁ ଥିବା

Goal set କିଛି ସମ୍ଭାବ୍ୟତା ସହ ଆମେ ଆମେ 3 level - ଏହା
organizational planning ଏହା.

① Strategic planning: to plan the companies bigger
picture. ଏହା ସମ୍ଭାବ୍ୟତା ସହ ସମାନ୍ତରାଳ ଏହା, long time - ଏହା

ଆମେ ସମାନ୍ତରାଳ vision involve.

ଆମେ ସମାନ୍ତରାଳ review ଏହା progress.

Tactical planning: How the company will implement its ~~strategic~~ strategic plan. (1st 1st goal 1 year - 2nd, 3rd) under strategic plan - 1 help 2nd, Mid level ~~manag~~ manager.

Operational planning: What needs to be done on regular base to achieve tactical plan. low level manager.

So, under 1st 2nd 3rd 4th 5th.

→ 2 to 3 years.

① single use plan: Program & Project.

under 1st 2nd 3rd 4th 5th under 1st 2nd 3rd 4th 5th

under 1st 2nd 3rd 4th 5th

under 1st 2nd 3rd 4th 5th

under 1st 2nd 3rd 4th 5th

under 1st 2nd 3rd 4th 5th



② Standing plan : ଏହା ସାଧାରଣ repeat କରାଯାଉଥିବା କାର୍ଯ୍ୟ.

ଏହା ମଧ୍ୟ ① Policies : ସମସ୍ତଙ୍କ କି product ସମ୍ବନ୍ଧରେ, like ladies, gents.

③ standard operating procedure : କ୍ଷେତ୍ରରେ daily କରାଯାଉଥିବା କାର୍ଯ୍ୟ.

ଏହା କରାଯାଏ, customer help କରିବା, size କରିବା କି କରାଯାଏ.

③ Rules and Regulations : ଏହି rules ଦିଆଯାଇଥାଏ.
No bargeding, no money return, ~~not~~ exchanged in 30 days.

Contingency planning and crisis management :

ଏହା ଏକ • threat - ଏହା ଏକ organization - ଏହା reputation
& environment ସହ କରାଯାଏ.

cause by internal or external .

आन्तरिक कारण

Corona .

একটি article link দিই আছে, দেখা।

এই threat মোক মোক contingency planning.

ফির, আমরা মোক friend-এর মির মোক সঁ এ. মোক

আমরা plan মোক 20/25 মোক মোক diamond ring মির

মোক মোক 12 মোক bus এ, Then মোক মোক মোক মোক

মোক program মোক আমরা মোক মোক attend মোক return

মোক মোক.

এই মোক plan মোক, মোক মোক মোক মোক মোক মোক on

bus মোক মোক, মোক মোক মোক মোক মোক মোক

মোক planning stage - এ মোক problem মোক মোক

plan on train - এ মোক.

Then মোক মোক মোক মোক, এ মোক মোক মোক.

এমো 2 মোক Page just example মোক, extra মোক

মোক. slide মোক মোক