

FUNCTIONAL UNITS OF AN ORGANIZATION

Six groups of functions exists in an organization:

1. **Production:** Activities that directly contributes to creating the products or services that the company sells.
2. **Quality management:** Quality activities necessary to ensure that quality of the product and services produced is maintained at the agreed level.
3. **Sale and marketing :** Sales is concerned directly with selling the products while marketing is conserved with established the environment in which the product is sold (e.g. though advertisements) and with deciding how the range of product sold by the company should developed
4. **Finance and Admistration:** To pay bills, to look after funds ,all central services

5. Research and development:

How can the company do better the things that is already does and what other things might it profitably be doing ?

6.Geographical organization:

An organization operates in more than one country.

The most obvious example are the field of food and drinks.

Company Structure

Chairman



Managing director



Financial

Operation

Sale and marketing

Technical

Operation Director

- The operation director is responsible for all the revenue earning operations of the company.
- It is his jobs to ensure that all projects are completed satisfactorily
- And resources are available to carry out the projects that the company wins

Technical director

- Quality management
- Research and development
- Marketing at technical level.
- Technical training (as opposed to training in, project management or professional skills , which are the responsibility of the personal function)

Financial director

Common responsibilities of a financial manager include:

- Producing accurate financial reports and information
- Developing cash flow statements
- Projecting profit
- Managing credit
- Providing advice in making financial decisions
- Directing investments
- Making financial forecasts
- Budgeting
- Managing risk of financial loss

Sale and marketing director

- Develop and execute strategic plan to achieve sales targets and expand our customer base
- Build and maintain strong, long-lasting customer relationships
- Partner with customers to understand their business needs and objectives
- Effectively communicate the value proposition through proposals and presentations
- Understand category-specific landscapes and trends
- Reporting on forces that shift tactical budgets and strategic direction of accounts