

## EATMORE BUSINESS REPORT

Guest	150,874
Sales	\$ 4,193,246
# of Checks	57,900
Spend per Guest	\$ 27.79
Spend by Check	\$ 72.42
Guests per Check	2.61
Average Time at Table(hr)	0.93

### Year

2014

2015

### Month

Jan

Feb

Mar

Apr

May

Jun

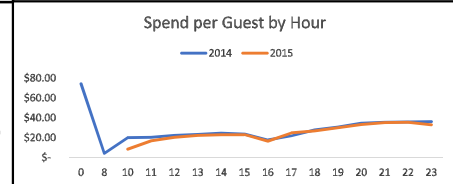
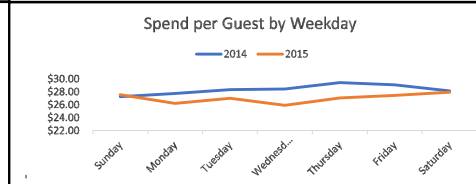
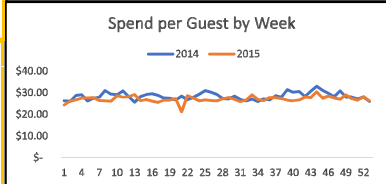
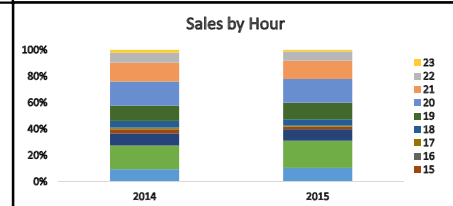
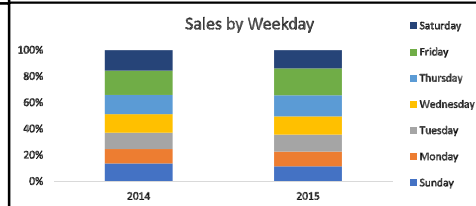
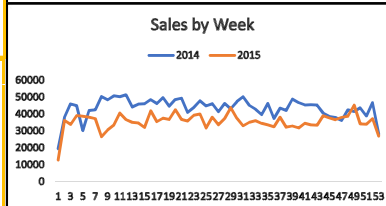
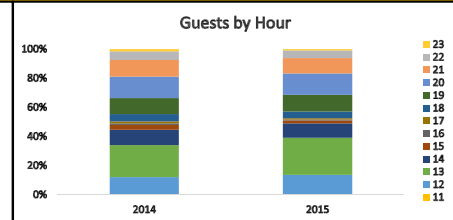
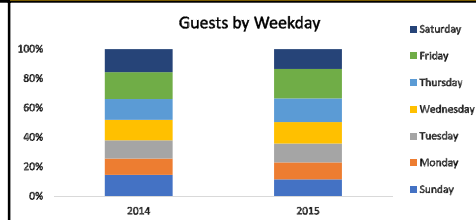
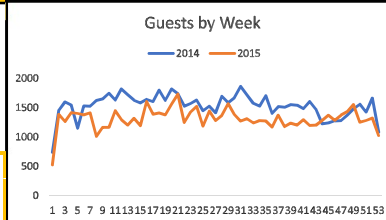
### Weekday

Sunday

Monday

Tuesday

Wednesday



# ABC

## Report & Recommendation

Prepared by:

Lim Swee Ming

IC: S\*\*\*\*632H

Email: [swee\\_ming90@hotmail.com](mailto:swee_ming90@hotmail.com)

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## **Abstract**

To make sound decisions for ABC, we can use the insights gained from the data collected over the years. This will open up the possibilities for us to explore, gain evidence and have a better understanding of the current business challenges. Our goal here is to move the business forward and to drive business intelligence solutions to optimize what is necessary to perform and stay sustainable.

## **Donation Yearly Outcome Analysis**

To find out how the business has been performing, we draw the two charts that show the donation outcome from the year 2011 to 2015. From here, we understand that our business is receiving more donations from Institutional donors than compared to public donors.

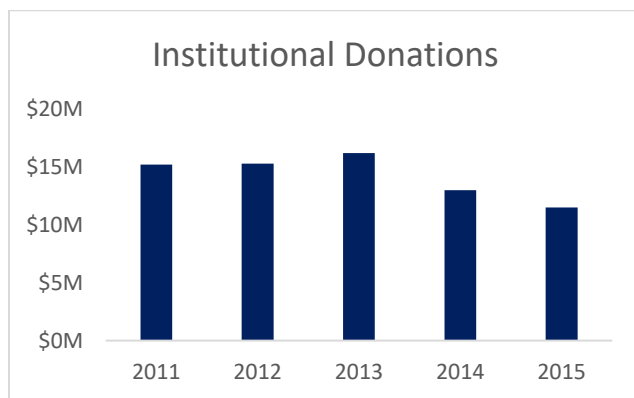


Fig.1

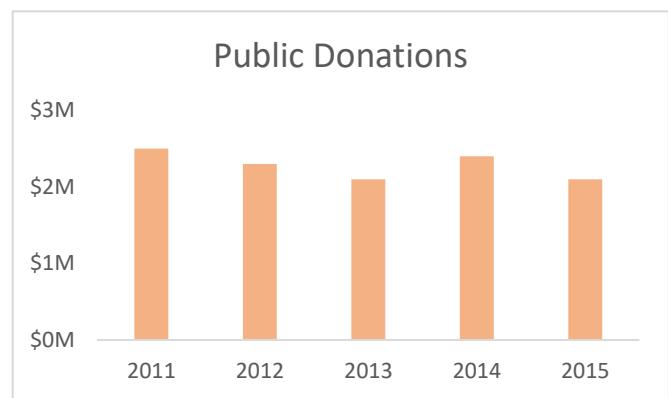


Fig.2

The incident happened in 2013 where an ABC volunteer allegedly misused students' personal information. There were several complaints lodged and not only did the management failed to address the problem properly but also leaving ABC in a difficult position. This led to a larger problem to repair and do recovery.

Consequently, the business performance are affected and a declined is observed in 2014 and 2015. ABC has lost the support from the institutional donors that threatens the sustainability of the business.

Fortunately, the impact did not influence much on the public donors as shown in Fig.2. Yet, ABC needs to be cautious by taking public perspective seriously to prevent further decline in the coming years.

To salvage the current situation from further declines, we will turn our focus on evaluating the employees' turnover rate, employee's opinion and the public perception. It is imperative to connect these dots to finding solutions. Besides, another key focus area is to scrutinize the effectiveness over the marketing efforts done in the past few years.

## **Employee Turnover Rates Analysis**

High turnover rate is a red flag to any organizations. Low morale, management frustration or benefits can be some of the reasons that employees are leaving. The impact can be felt in jeopardizing a business's operational capacity and overall performance.

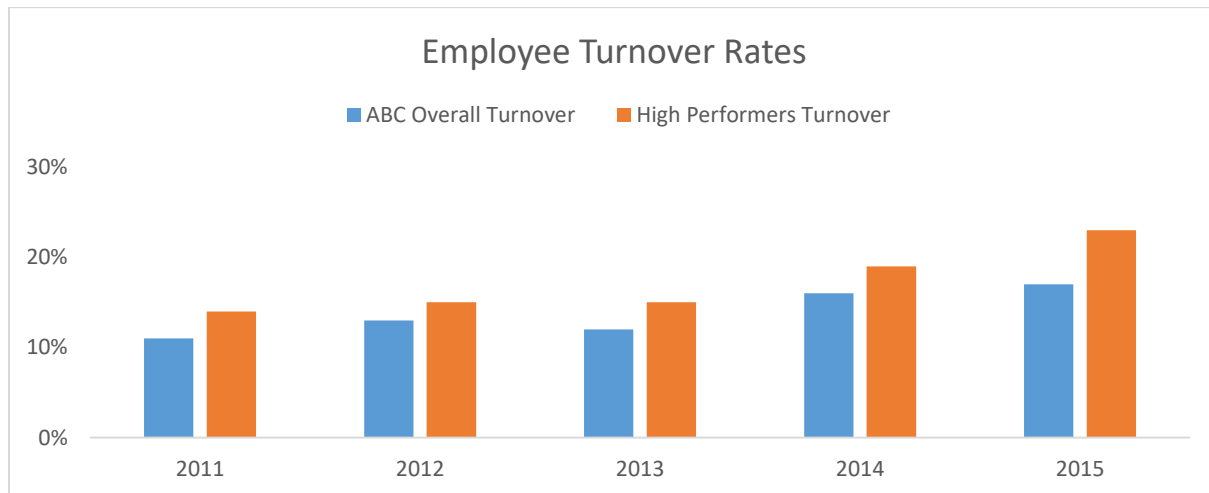


Fig.3

Based on Fig.3, ABC is currently experiencing high turnover rates and it is even more alarming to witness that high performing ones are leaving the organization. The highest rate standing at 23% in the ABC turnover history.

Listening to employee's opinion is now our priority and they want their voices to be heard. It's possibly the communication that we should value more and to make real changes based on their feedback collected.

## Employee's Opinion Analysis

Organization's success depends on employee's performance. Their opinions and feedback can contribute to recognizing the root of the problems and finding opportunities to improve the business.

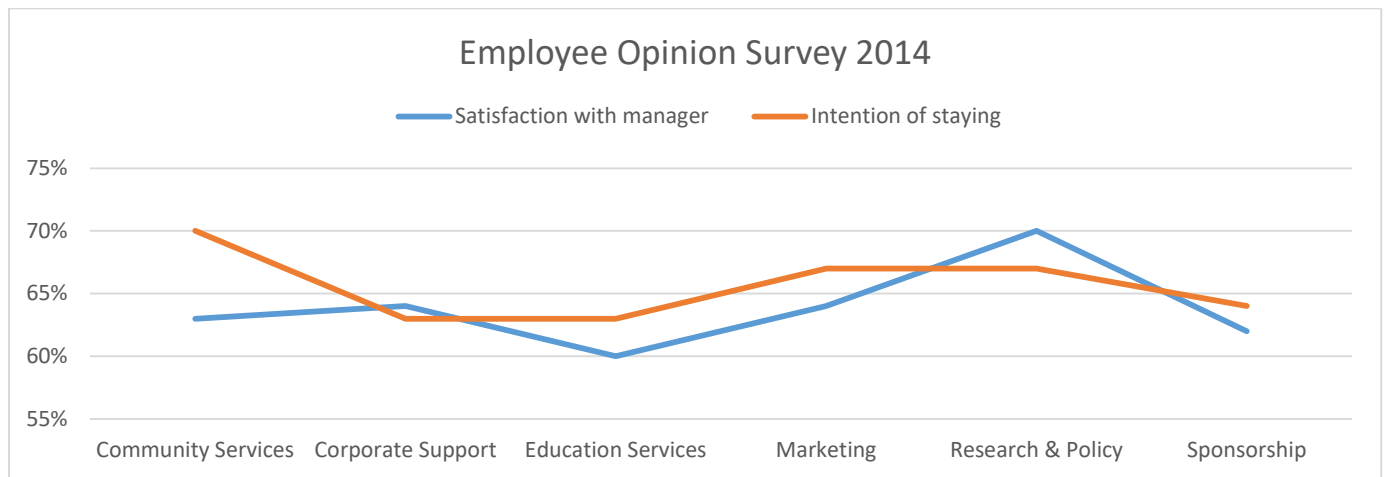


Fig.4

In 2014, ABC initiate an employee opinion survey to find out their opinions from all the departments. In Fig.4, two variables are observed: Satisfaction with manager and the intention of staying.

Looking at the employee verbatim feedback:

- Receive inadequate leadership support and cannot get the focus right
- Leaders should get more involved on the ground. Fail to realize what is happening
- Overwork due to lack of manpower and workload not distributed fairly.

Based the Fig.4 has help us identified:

- Both Sponsorship and Education Services departments have the least satisfaction with their manager.
- Both Sponsorship and Corporate Support departments have the least intention to stay.

In this instances, we know that which departments needed the most support and change. Satisfaction with manager are the top factor in employees working attitude, which in turn inform us about the department performance. The senior management should assess the manager quality and to reassure employees' concerns will be addressed swiftly.

## **Public Perception Analysis**

Public perception and trust are the bread-and-butter for non-profit organization like ABC. Donors trust that the organization should do ethical activities but when incident breaches this trust, there may be a risk that supporters and other stakeholders start losing confidence and distance themselves from this organization.

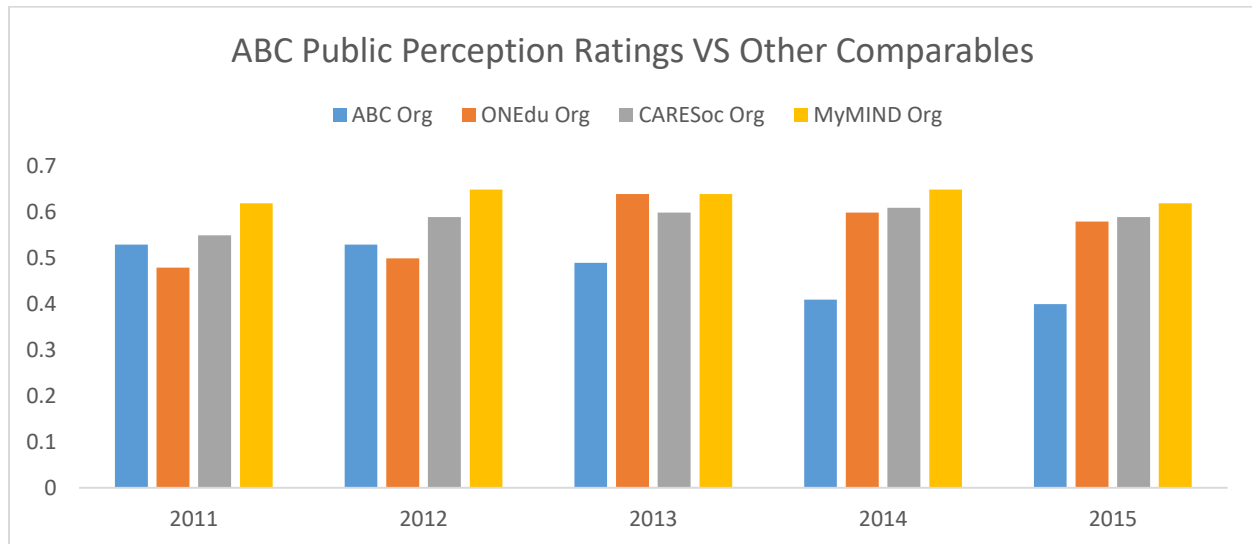


Fig.5

In Fig.5, the public perception ratings for ABC has been dropping from 2013 since the incident. Other organizations such as ONEdu, CARESoc and MyMIND are doing much better.

The chart also depicts that ABC ratings are projected to continue declining if the management still fails to make the right decision or delay in responding to the problem.

The lower the perception would further impact ABC even more difficult to raise the donations in future. This calls for advance efforts for management to build donor's trust, increase public engagement, and all efforts in alignment between the internal and external branding.

## **Market Expenditure Analysis**

Without a proper understanding in the change of consumer behaviours, organizations can end up spending their valuable resources such as time, effort and money to advertise without gaining any greater benefits.

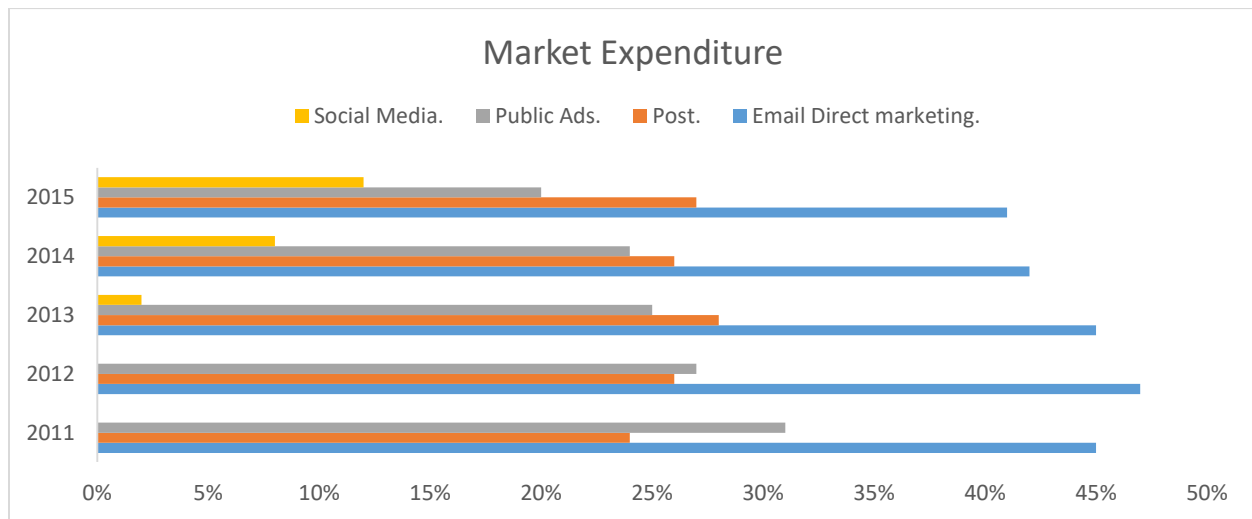


Fig.6

Fig.6 shows the different marketing methods ABC use to promote their services. Building on that, Email Direct Marketing is a highly used method however, there are always pros and cons. Surely, the method can be a fast and cost-effective way to reaching out to customers, yet overusing can appear to irritate customers especially when advertisements are too frequent, irrelevant or being spammy.

Social Media, on the other hand, is growing rapidly. Consumers are spending more time in the social media platforms given that the high-speed internet connections and mobile access has transformed their behaviours (Pew Research Center, 2015).

Based on Fig.6, ABC has invested some marketing resources on Social Media in the recent years. In year 2015, 41% has been focused on Email Direct Marketing while only 12% on Social Media even though Social Media is gaining more popularity among the consumers usage. To prevent lagging behind the competitors and more opportunities to do business in the social media where consumers are at, ABC will need to give priority to make shift at least 45% to Social Media activities and reduce on the Email Direct marketing method.

Another concern to raise, the Public Ads had been reduced from 30% to 20% at the end of year 2015. In order to increase public engagement and earn their trust, Public ads remain important to be part of the marketing communication effort and should increase the method gradually and not reducing it.

## **Recommendation**

Throughout the presentation, the data visualization has help us identified several challenges and recommendations for ABC.

### **Challenges to tackle:**

- High turnover rates and failure to retain high performers
- Poor leadership support lack of manpower according to employee's opinion
- Losing public perceptions ratings and not keeping up with the competitors
- Not utilizing the marketing resources effectively

### **Recommendations:**

- It is inevitable for employees to leave the organization but when it comes to a high turnover rate, it is not acceptable. Deploying retention strategies like staying on market standards on remuneration and benefits in ways that ABC can look into.
- ABC should consider assessing the manager's quality especially for departments such as the sponsorship, education services and, corporate support line.
- Marketers might consider doing more public awareness activities such as roadshows and even getting customers to leave positive reviews about their experiences on Social Media.
- Move away from the traditional marketing methods and stay focus on digital transformation and allocate more resources into digital marketing activities moving forward.

## **References**

Pew Research Center (2015) 'Social Media Usage: 2005-2015', Available at: <https://www.pewresearch.org/internet/2015/10/08/social-networking-usage-2005-2015/> (Accessed 25 September 2021).

Herrinton, B. (2016) 'The Public's Trust in Non-Profit Organizations: The Role of Relationship Marketing and Management', Available at: <https://nonprofitquarterly.org/the-publics-trust-in-nonprofit-organizations-the-role-of-relationship-marketing-and-management/> (Accessed 25 September 2021).

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