

## Case Study 1hPush

### Module “Business Process and Project Management”



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## 1 The Company 1hPush

The company 1hPush is a company that has been producing power drinks for about 4 years, which push the performance of consumers for an hour. 1hPush was founded in Switzerland and has also been active for two years with production and distribution sites in Germany, Austria, Italy, and France. Our power drinks are produced with regional products (where available), they lead to excellent performance enhancements, and they are offered with a wide range of flavours. In any case, all regional products are purchased directly from the producer at "fair prices" and the complete supply chain and all sources of supply are shown on our website. We are proud of this. We pursue a multi-channel strategy and constantly improve our service and support, while maintaining low product prices across all channels. Customers can access standard products that are available in stores or in the online shop. A standard product, for example, is the extremely popular combination of lime, mint, strawberry, and guarana in the 0.5 litre bottle. One of the company's USPs is that the power drinks can also be individualised online via a product configurator. Companies as well as private individuals can also customise the cans and bottles in their design. Currently, consumers can choose from 5 different shapes of cans and bottles, and they can have their name, lettering, or picture engraved or printed.

1hPush continues to pursue a growth strategy and intends to attract more partners in the retail sector (B2B) as a distribution channel. Furthermore, sales via the online shop (B2C) shall be increased, especially the share of configured products.

In order to realise the combination of high service quality and low prices, the requirements for process efficiency are particularly high. In recent months, there has been a growing awareness that the training of new employees is increasingly complex and that, in many areas, especially at the various locations, processes are not clearly formulated. This takes efficiency out of the company.

## **2 Company vision**

- We are an innovative, dynamic, and future-oriented company that is constantly improving and optimising itself in order to be able to guarantee quality and high service standards at all times.
- Our products are pioneering and meet the highest quality standards.
- Fulfilling the wishes and needs of our customers is at the centre of our daily activities. The dialogue with our customers is central to the further development of our product portfolio.
- Our employees are an essential factor in the success of our company. We offer them a creative and performance-oriented working environment, as well as the opportunity for professional and personal development.

### **3 Agreement of objectives**

#### Customers

- In the first year, three new companies need to be acquired as customers. At least one petrol station chain must be acquired. [performance objective]
- In the first year, the share of configured products in the online shop is to be increased by 200%. [performance objective]

#### Products & Innovation

- In the first year, two new standard products need to be developed and established on the market. [performance objective]
- In the second year, three new containers (bottles or cans) and 10 additional ingredients in the product configurator are established for product configuration on the market. In addition, the existing products and product configuration options are updated and/or removed from the product portfolio. [performance objective]

#### Workforce

- Every employee gets cross-functionally involved with projects and day-to-day business. [behavioural objective]
- Each employee has attended at least one further training per calendar year. [developmental objective]

#### Communication

- Every three months, a new video with an influencer is published in our social media channels with a focus on our product features. [performance objective]
- In the next 12 months, communication via social media channels is to be carried out via a tool and partially automated. [performance objective]

## 4 Functional Areas

The company 1hPush is divided into the following functional areas.

Functional Area	Activity/Task	Expected Added Value
Product Development	<ul style="list-style-type: none"> <li>Implement customer needs</li> <li>Develop production processes</li> <li>Create prototypes</li> </ul>	<ul style="list-style-type: none"> <li>New, interesting product developments, which aim at customer needs</li> </ul>
Procurement	<ul style="list-style-type: none"> <li>Evaluate and select procurement channels</li> <li>Procurement of raw materials / components</li> </ul>	<ul style="list-style-type: none"> <li>Provide the necessary production factors</li> <li>Partnership with suppliers</li> </ul>
Production	<ul style="list-style-type: none"> <li>Mass production and individualised products</li> </ul>	<ul style="list-style-type: none"> <li>Providing the products desired by the customers</li> </ul>
Marketing and Sales	<ul style="list-style-type: none"> <li>Gaining attention of potential customers</li> <li>Present a positive company image to the public</li> <li>Evaluate and select distribution channels</li> </ul>	<ul style="list-style-type: none"> <li>Sales promotion of the products / technology</li> <li>Exclusive partnerships</li> <li>Positive image of the company in the public</li> </ul>
Information Management	<ul style="list-style-type: none"> <li>Securing know how</li> <li>Evaluation of input</li> <li>Distribution of knowledge</li> <li>General management of input and output</li> </ul>	<ul style="list-style-type: none"> <li>Know how is made available to the relevant internal stakeholders</li> <li>Particularly good inputs are highlighted</li> <li>Providing output for various channels, e.g. social media channels</li> </ul>
Customer Service	<ul style="list-style-type: none"> <li>Supporting customers</li> <li>Reacting to feedback</li> </ul>	<ul style="list-style-type: none"> <li>Ensuring customer satisfaction</li> </ul>
IT	<ul style="list-style-type: none"> <li>Procurement and maintenance of all essential IT infrastructures (hard- and software)</li> <li>Support in case of IT problems</li> </ul>	<ul style="list-style-type: none"> <li>Realization of an efficient work environment supported by a functioning IT</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>Recruiting employees</li> <li>Conducting appraisal interviews</li> <li>Dismissing employees</li> </ul>	<ul style="list-style-type: none"> <li>The company has the best employees who achieve the business purpose efficiently</li> </ul>
Finance	<ul style="list-style-type: none"> <li>Accounting</li> <li>Analyses</li> </ul>	<ul style="list-style-type: none"> <li>A healthy financial position not only enables the company to survive but also to grow</li> </ul>
Facility/ real estate	<ul style="list-style-type: none"> <li>Maintenance of the office space</li> <li>Maintenance of production facilities</li> <li>Procurement of furniture</li> </ul>	<ul style="list-style-type: none"> <li>Clean and well-functioning working environment</li> </ul>

Table 1: Functional areas

## 5 Current situation

In the last three years, we have grown massively. We have established ourselves in five countries, we have grown to 73 employees and increased our turnover by 400 %. We are gaining more and more suppliers for our products and the number of B2B customers is also growing steadily. Each national company orders only for itself and there are hardly any synergies between them. In some cases, we still work with Excel lists and even within one organisation there is no uniformity. The communication with the "community" is growing disproportionately high and, in the meantime, it takes place via several social media channels such as Facebook, Twitter, Instagram etc. In the future, we want to listen more to our "community" and analyse suggestions that are brought in by the "community". It is essential that we become more efficient across organisations. It is essential that we learn from each other and extract the best in the processes of the organisational units and establish it in all of them. This increase in efficiency should enable us to invest more time in the exchange with our business partners and especially with our community. This will enable us to identify needs even better and act more innovatively.

In order to better manage communication with the "community", a solution is to be procured in the future, which will make it possible to manage all social media channels via this one solution and also to achieve the highest possible level of automated pre-categorisation of content with regard to topics, concerns, etc. This solution must be centrally procured and managed and must be able to analyse the content in four languages.

In the future, we want to be able to handle standard processes efficiently, but at the same time, we want to be able to react to our customers' requirements in an agile manner. To this end, we will develop a process competence to minimise frictional losses and establish a common understanding of the processes. We have no time for inefficient processes, we want to invest the time for our customers.