In Double Value Company, Role culture is used as the organizational behavior as there are different departments which are the strong functional areas, each having a head who coordinates all the operations in that department; Sales, Surveying, fitting and administration all having different roles (Lewis, 2002)

Sales team conduct the visit to the customer to hopefully secure a sale and notifies the administration on the sales made, surveyor is responsible for specifying the exact customer requirements in terms of measurements and specifications and services such as supply and fit, minor building works to change size of window openings and so on, which are passed to the Admin team. Fitting team picks up the materials from the supplier after the administration places the order, and fit at the customer’s house.

Administration acts as the senior management at the top and reinforces the work of the departments and the interactions between them are controlled by rules and procedures defining the job, the authority that goes with it, the mode of communication.

All the teams receive orders and report to the administration before and after every step; schedules a sales visit and sends a sales person to the customer who then reports to the Admin team of sales made, Admin team also plans a surveyor visit where the surveyor sends back the customer specifications to them. The Admin team also plays the role of placing orders for the supply of goods with a supplier, they also arrange a date with the fitting teams to pick up the materials from the supplier and fit at the customer’s house. They also arrange the date of the fittings with the client and sends the fitting team who have to report back to team after completion.

The admin also solves problems that may arise with the clients availability and reschedules with the fitting team (Janićijević, 2013). They are also charged with the responsibility of coordinating remedial actions just in case the job is unable to be completed by the fitters on the day scheduled.

Different departments have different set targets set by their leader. Employees are allocated duties according to their specialization; sales persons, surveyors and personnel for the fittings which really helps in acquiring more skills and expertise in their field of specialization.The efficiency of this culture depends on the reasonable allocation of work and responsibility as critical measures of success are utilisation of company personnel in profit related tasks and the turn-around of orders.

# References

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