**CIS5309 –**

**Management of Business Networks and the Cloud**

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# Abstract

The purpose of the research is to identify and analyze the network-related elements and show the provided material. The main aim is to describe the organization network by selecting two organizations. To complete research, two organizations are selected as Wesfarmers and the Australian Agriculture Company. Wesfarmers is large company has more 5000 employees where Australian Agriculture company is small (less than 1000 employees). To complete the research, using the sectional study with research on the selected company. As result, understand the network of organization, how small company handling the employees and how large company handling. So, in conclusion, analyze the small and large organization network. Also, study if an organization going to open any other branch in a different location, how they use network and strategy to handle employees.

# Introduction

Research gives an idea about the large scale and small scale industry in Australia. Wesfarmers is the well-known large scale industry in Australia with 220000 numbers of employees. The Australian Agricultural Company is the small scale industry in Australia with 500 numbers of employees. Both Companies differ in the type of product manufactured by them, strategies, objectives, and values.

**Company Background**: Wesfarmers is established by the Westralian Farmers’ Co-operative limited in 1914. Wesfarmers has about thirty-three well-recognized brands in Australia and New Zealand. In Australia, Wesfarmers distributes liquefied petroleum gas, fertilizers, and forest and hardware products. Later Wesfarmers Company got involved in insurance business. Over time, now the Wesfarmers functions in the areas of liquor, hotels, supermarkets, office supplies, department stores, home improvements, convenience stores and so on. Wesfarmers Company always looks for opportunities for expansion. Australian Agricultural Company is a small scale industry established in 1824. The company is totally dependent on cattle rearing. For this, Australian Agricultural Company occupies about 1% of Australia’s land i.e. is 6.4 hectares of land. Australian Agricultural Company was established under the act of the British Parliament and the main purpose of the Company was to improve the flocks of Merino sheep. Now, the products manufactured by the Australian Agricultural Company are exported globally. Across 25 countries, grain-fed beef, grass-fed beef, and Wagyu beef are exported. The company is famous mainly for its production and exportation of Wagyu beef worldwide. The Company sells its products under the famous brands like Master Kobe, Kobe Cuisine, Darling Downs, Westholme, 1824 premium beef, Wylarah, Takumi Wagyu, Burnette Downs, Welltree, etc.

**Company goals**: The long term goal of the company is to provide satisfactory returns to their shareholders and satisfy the customer’s needs. The company plans their working strategies in order to reduce the carbon emission, efficiently making use of energy, reducing the by-products, and so on. Every act of a company is associated with ethical and standard values. The Australian Agriculture Company is known for its production and marketing of fines quality of Beef, especially Wagyu beef. Environmental issues like flooding and drought are the major threats for this industry. The strategy used by the Australian Agricultural Company in marketing their products is that they sell the products based on genetics, marbling level, way of feeding and export under the name of famous brands.

# Management of Business Networks

## Wesfarmers

### Critical Reflection:

Company’s Website: <https://www.wesfarmers.com.au/>

The business strategy needs to be very clear and effective for any organization to grow in the global market. Wesfarmers is one of the leading company in Australia. In New Zealand also this organization has been dominating the retail market. The significance of the environmental examination of a company can't be overemphasized. It causes an organization to measure and logically evaluate the techniques fundamental to the existence and growth of the company. Undoubtedly, the interior investigation of the association will help it in identifying the essentials inside the organization that can authorize the company to rise practical upper hand. Subsequently, the utilization of the SWOT investigation strategy is deeply helpful here. By applying the SWOT examination technique, Wesfarmers will have the option to increase an understanding of the quality, shortcoming, and open door just as danger of the association (Hardy C, 2019).

**Stakeholder Analysis:**

Wesfarmers must divide the partners of the connotation. The association has countless partners, for example, investors, customers, workers, electronic media persons, and government as well. The partners are essential resources for the organizations, and successively considerate their requirements is extremely important. The purchasers of any organization accept a significant job, and consequently, deficient customer presence can be remarkably difficult to the growth of an organization. The company has engaged satisfactory statistical measuring, which has aided it to measure the requirements for the buyers in an extremely global market. The association has as of late contributed a huge measure of cash for offering its administration by means of online channels. The organization has enhanced its optimism about retail agreements, using the performance of web-based supermarket run stages. Moreover, the employees furthermore undertake an important job in the categorized accomplishment of Wesfarmers. The organization has been providing on-work formulating in demand to allow the governments to recover and renovation their skilled capabilities (Maguire S, 2019).

### Understanding of Network Related Elements of this Organization:

In the process of network-related elements of this organization, there is one aspect that is most important known as supply chain management. This organization works in multiple sectors like retail, fertilizer creation, outdoor living and many more. The network implementation has an impact on the growth of this organization that clearly defines the related process to improve network operations. By applying the business network functionality there can be multiple enhancement like:

* Single integration service
* Sustainable supply chain process
* Self-service mapping
* Implementation of internet of things (Tura N, 2019)

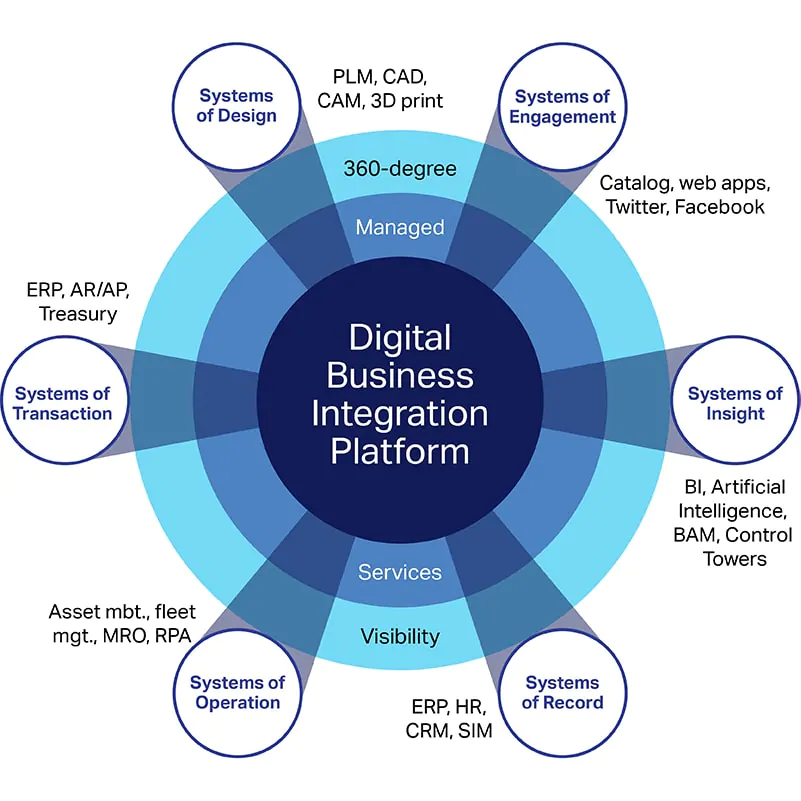


Figure 1: Digital Business Integration Platform

The given image is about the digital business integration platform. There are numerous implementation process are available such as the system of design, catalog designing, artificial intelligence implementation, ERP and HR implementation and system of transaction. These all aspects are directly or indirectly connected or linked to each other and there are multiple application management process are there for this particular process. Wesfarmers can use network technology to increase their supply chain management. The supply chain management has an impact in the process of organization’s growth. Supply chain network technology provides and gives a different strategic approach. The network technology is very important in business approach nowadays and multiple of the organization also using the implementation of network technology and the supply chain management is one of the most important section of the network technology management and numerous business organizations are using the network technology for the supply chain management process so that there can be an effective growth of their business. The technology has provided several different processes such as:

* Product Companies are becoming a smart connected enterprise
* Retailers are becoming resellers
* The product supply rate is increasing day by day
* Customers use to directly connect with multiple sellers
* This process accelerates the growth of the business organization process (Shih T, 2019)

The supply chain network process is used to handle by some of the applications also and that application directly connected to the network approach and network solution so that there can be tracking on the management process also.

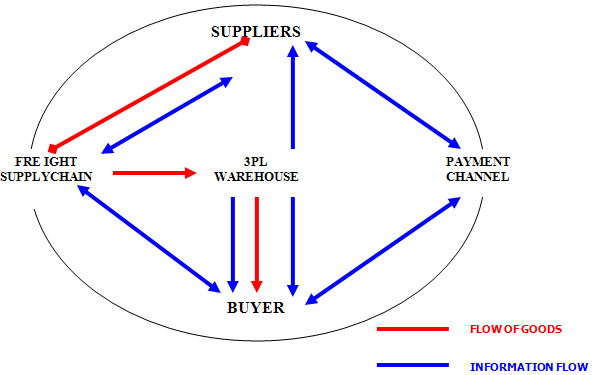


Figure 2: Supply Chain Network

The given image clearly states the process of supply chain management network and defined how this process is very important in the business organization nowadays. Although Wesfarmers is the biggest company in Australia this company should also implement this network technology into their supply chain management process. A number of business are there in which this company is involved and to manage or keep their eyes on every products or company management there should be a network enable supply chain management process so that the retailing business can being so easy (Rydehell H, 2019).

Organizational network analysis is one of the most important aspects and for every organization, there are different nodes are there that help to implement the process related to network management. Wesfarmers is also using the organizational network analysis process and this process is very useful and beneficial for the growth of this organization. There are some nodes are available such as:

* Central node
* Knowledge broker
* Peripheral
* Ties

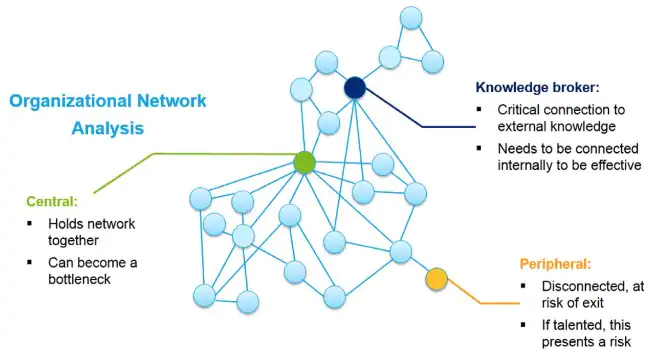


Figure 3: Organization Network Analysis

The given image is about the organization network analysis and there are multiple aspects there which is defined above already. There is a linear connection between all of these process that helps to manage and define the networking approach into the organizational approach. The organizational strategy of Wesfarmers is very impressive because this organization includes a lot of functionalities into this process such as:

* Proper Planning
* Teamwork
* Regular Feedback
* Measuring the changes (Abbas J, 2019)

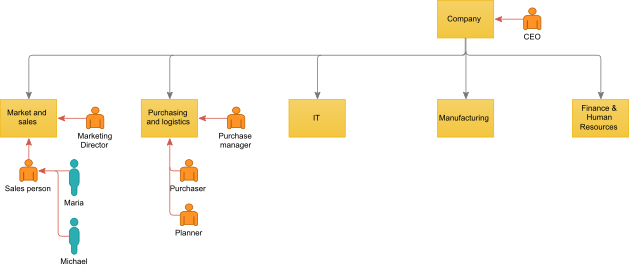


Figure 4: Organizational Model

The given image is about the organizational model that clearly states the working infrastructure of the organization and project management approach. The network methodology of the organization is not just about the network methodology but this process includes the application of a project management information system also that is very beneficial for the growth of the business organization in the global world. The growth of the business will directly affect the GDP rate of the country and if the GDP will increase then the profit margin of the business organization will also be increased. For inventory network administrators, progressing to this new model requires executing a store network exchanging accomplice working model that bolsters the arranged venture, giving interoperability and deceivability diminished intricacy.

The inventory network exchanging accomplice working model is a codification and robotization of the key procedures, strategies, execution measurements and innovation that oversee your store network accomplice connections (Bayne L, 2019).

To meet the moment get to/moment reaction rhythm of the present deals and satisfaction lifecycle, organizations need amazingly granular information from the entirety of the interest and supply focuses over their store network, just as the capacity to quickly and precisely examine that information. Clients anticipate not just precise value, accessibility, and solid conveyance guarantees (down to the hour) while they are shopping, however regularly they likewise request deceivability to source markets and exact following all through the entire procedure.

This is large information. This is associated. This is a day in and day out. What's more, this is incredibly keen. This requires moving past steady reasoning. This requests transformative, ever-crisp plans of action, with more extensive and bolder methodologies. And the entirety of this requires advanced connective tissue (Rudnick J, 2019).

## Australian Agricultural

### Critical Reflection:

Company’s Website: <https://aaco.com.au/>

In this day and age, organizations expect the structure to endure rivalry. With an efficient structure, a business has lucidity of its destinations and center and each individual utilized in the association knows about their jobs and obligations. Association structure builds up a smooth progression of two route interchanges between the bosses and the sub-ordinates as the structure indicates the sub-ordinates about their prompt detailing heads. The structure is the premise of alluding to a business as an association. The hierarchical structure guarantees an organized progression of control and assignment of power, and it permits the association to work all the more adequately and proficiently towards its objectives. It is a system that includes different exact and comprehended hierarchical guidelines and techniques that wanted to outline how different activity jobs and accountabilities are dispensed, sorted out, facilitated and controlled. It likewise builds up how information courses through different levels inside the association (Niles M, 2019). The authoritative structure passes on parcel about the idea of the association and the worth sets it has embraced. Subsequently, when an association moves into another business or industry, they generally settle on the association structure they will receive for better outcomes. In some excellent cases, while the association might be following a specific structure, the different offices inside the association might be following some other type of structure. A fruitful association persistently characterizes the jobs and duties and how it coordinates the authoritative necessities. Legitimate organizing furnishes an association with an obvious representation of how it is framed and how it could push ahead to accomplish the hierarchical objectives.

Australian Agricultural Company follows a local association construction as their commercial is spread across dissimilar parts. Divisional association structure is generally received by enormous scope organizations that do their commercial spread across multiple physical areas. This sort of organization arrangement includes numerous groups familiar that are positioned around a solitary produce contribution. This structure offers the business a capacity to isolate an enormous division of its business into semi-autonomous groups. These groups are self-regulated and attentive to the consequences of the company (Nelson R, 2019).

Divisional structure functions admirably because it permits the group to focus on a solitary item with direction structure that backs its boss planned goals. Besides, it bolsters the association towards building regular traditions that add to raised representatives' confidence and improved information range of abilities.

The essential motivation behind why the organization utilizes divisional hierarchical structure is:

* It is the fit type of hierarchical structure for enormous scope business as it permits the organization to remain centered towards their single product offering. Enormous scope associations have different business exercises that are isolated into different little divisions and are should have been dealt with, for which utilitarian authoritative structure isn't appropriate as it prompts entangled correspondence and dynamic procedure.
* It gives the association a guide for accomplishing the foreordained hierarchical destinations as it helps in building up a smooth framework for the progression of correspondence across different degrees of the association and characterizes the level of control and appointment of power (Cramer L, 2019).

### Network Related Approach:

In agriculture, networking is also a very important aspect and there are several implementation processes are available and every single aspect is directly or indirectly connected to each other. The information exchange in the term IT agriculture has an impact that use to consider and declare the various process related to the information technology (IT) process. There are multiple kinds of digital technologies that are also available in the implementation process of the agriculture-based organization. The adoption of digital technology in this organization is being increased and most of the industry is using.

GPS technology is one of the most effective aspects that need to be implemented in this business organization. This is used for global positioning so that the direction can easily be measured. There are numerous of elements are available such as:

* Field mapping
* Farm mapping
* Soil sampling
* Crop scouting
* Variable-rate application

On the off chance that agriculture is seen as the most imaginative field, the announcement is conceivably due to the minichromosomal innovation. Development is an unavoidable component in any industry. That is the manner by which an industry pulls in clients or makes its creation tremendous. Here right now, chromosomes are utilized (Haussmann B, 2019).

To comprehend it better let us glance through the structure of a cell. Inside a cell, there exists various little particles and one among them is the chromosome. This little structure has been bossing the hereditary qualities industry for quite a while.

The structure however little can hold various characters in it. Going amiss from the natural clarification, the structure is fit for grasping more than a hundred unique books into it. Geneticists have now made their own qualities and have instigated it into the small chromosome.

These chromosomes when created, produce crops that are of ideal quality. It is like programming a PC. Characteristics are actuated, the normal quality yield is delivered. This encourages the rancher, all things considered, and the significant reliefs are from infections and nourishment insufficiency.

# Conclusion

This assignment was based on the implementation process of the management of business networks and the cloud. The basic aim of this organization is to select two different companies and we have successfully selected two different companies. The first company is Wesfarmers and the second company is Australian Agriculture. The main objective of this assignment was to select two companies and define business communication and business strategy. The business organization and business strategy use to relate to the network approach and network technology. There are two different technology has been defined for both the organization such as the execution of network technology in supply chain management and GPS implementation in the agriculture-based organization. Every possible aspect has been defined and explained in this assignment report.

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