

Case Information

Boutique Build Australia was established in 1990 and is a boutique building company based in Sydney that specialises in the design and build of high quality designer homes for the Sydney metropolitan and surrounding areas. The company employs approximately 50 staff including the CEO, Operations Manager, Human Resources Manager, Marketing and Sales Manager, Customer Service Officers (6), architects (2), Site Managers (3) and a large team of tradespersons, some of whom are employed, and some are contractors.

The personnel are generally managed as three overlapping teams: administration, sales, and on-site.

The company is in a period of growth and has opened an office in Brisbane with the goal of expanding into the Sunshine Coast and the Gold Coast over the next five years.

At a recent executive meeting, it was decided that Boutique Build Australia should participate in the upcoming Australian Home Show in Brisbane on 1st Oct 2020. It will run from Friday through Sunday, from 10am to 5pm, and be widely publicised in the media.

It is hoped that a strong presence at the show will attract the interest of potential customers. The company's ongoing expansion also means that more tradespeople will be needed to work on new building projects. The show provides a great opportunity to make contact with many qualified tradespeople who attend the show. We would like to have at least three courtesy staff at the booth at all times, collecting details of potential customers and tradespeople. Ideally, these would be current Boutique Build office staff, who will be familiar with the company's range of products and services. The data collected will then be given to the sales and marketing team.

This data is to be collected using two documents that have been used in previous projects, Customer Data Collection, and Team Member Data Collection.

It has been decided that several of Boutique Build's tradespeople will build a kitchen in the congress stand, using some new material and new designs from our architects. This will, hopefully attract, a lot of traffic to the stand. The company's Master Builder will oversee the new kitchen's construction and the training of the selected tradespeople. It will be vital that the tradespeople building the kitchen are able to speak with members of the public (and other tradespeople) to describe the work they do. As the stand will be quite small, a maximum of two tradespeople will be able to work on the kitchen at a time. It has been estimated that two tradespeople can build the kitchen in about 18 hours.

As Human Resources Manager, you will be managing the Home Show project, reporting to the company's General Manager. You will also be in attendance at the Show, to manage the staff attending the stand. Several of the management team will also be in attendance at the Home show but will be involved in the ongoing running of the stand.

The staff selected to work on the stand will be directly answerable to the Project Manager, but the Master Builder will be in frequent attendance at the stand to keep an eye on the kitchen construction, and the administration Manager will assist the courtesy staff with any questions that are outside their expertise.