

2017

**[OPERATIONAL PLAN]**

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### Question 1

The supply or the source from which a company or organization is benefited is considered to be as a resource. Here are the three resources of the ASDA organization, which allow them to reach their goal of success and carry out their activities successfully.

- i. Facilities of buildings- To work comfortably a business should be situated within a building for their initiation. ASDA is positioned in the town of UK which allows them to admittance easily with their respective customers of the towns and those living in the rural areas of the town. They also take care of their staffs and employees providing them with certain facilities required to work for a day which include a good canteen, availability clean and fresh drinking water.
- ii. Waste and company materials- To run a operation successfully a good type of material is necessary which fully depends upon the people who labor in that place. The bakery section of ASDA requires many raw materials to produce the items and execute in the markets.
- iii. Resources for Technology- This section of resources are the tools and equipments that are needed for the production of certain goods which will be executed in the markets by the company. it also includes the delivery process to different companies and organization with success.

### Question 2

To develop the organizational plans I should discuss the plans with the eminent members and managers of the company.

- ❖ I would discuss the plans with the marketing executive manager of the company.
- ❖ I would also share the plans with my head employee of the company for better ideas and planning.
- ❖ For more support I would also take help of my other experienced colleagues of the company who are serving the company for a long period of time.

### Question 3

Types of consultation I would apply to discuss with my officials are:

- Giving the information- This is the primary requirement for the process of consultation and planning of applications.
- Gathering of Information- Accumulating information is a very important process. Certain surveys and meetings will help to execute the plans more easily without no doubt.

#### **Question 4**

The measurement of performance of an organization is considered to be as the key performance indicator. Its engagement with the company allows a successful evaluation of a significant activity of the respective organization.

#### **Question 5**

The guideline or the action which is followed by the company is called a policy. The important policies to inculcated are as followed:

- The places which are vacant are to be filled through advertisement in the local papers and papers which are state wide recognized.
- The advertisement to be printed will include the salary, information of duty, date of closing etc.
- The people who are interested will be mailed which will describe the job and information about the organization.

#### **Question 6**

To run all the plans successfully the company needs a long term finance process. This can be done by enlarging the values of shareholder.

The following trading terms are being used by the organization for achieving their goal:

- ✓ Averaging down- in this situation more stocks are bought by the investor as because the cost of the stock becomes low. So, the average cost of the company also decreases.
- ✓ Bear Market- It is the situation when the stock market is down labeled or in the position of falling gradually.
- ✓ Bull Market- this is the opposite of Bear Market. This is the period of boost of the stock market.

- ✓ Execution- Proper execution is a very important step of a company, which can decide the future success or failure of the company.

## Question 7

### Position Description Template

**Position Title:** Deputy Manager

**Position Purpose:** To help the primary manager in terms of planning, administration and development of the company.

**Reporting to:** The Manager

**Agreement conditions:** 3 years are needed to achieve the goal

**Salary level:** 10,000 GBP

**Commencement date:** 25/08/2015

**Contract review:** After 1 year

**Probation period:** 6 months

**Performance appraisal:** time to time bonus

### Key responsibility areas:

1. Initiation of the plan successfully.
2. Execution of the plan in the market with great success.
3. Controlling the whole project with a close look.
4. Designing the project carefully.

### Position duties

- To motivate the workers.
- Dutifully handle the duties of the administration.
- Also perform the tasks of the human resource, for example recruiting staffs and assessing staffs.
- Take the interviews of the fresh staffs.

- Coaching the new employees or staffs.
- To examine the time which the store covers.
- Check the distribution of money along all the departments.
- Creates the benchmark report for the manager.

### **Key selection criteria**

- The selected person should be experienced and related about the job.
- The person should be qualified and meet the qualification criteria require for the post.

The person should have the minimum knowledge about the work.

- The person should be punctual.
- The person should be honest to the company.
- The person should follow the terms and conditions of the company.

### **Assessment task 3**

#### **Objectives:**

ASDA is the chosen organization and for this particular assignment, the objectives of the marketing department are set according to the entry of the company in Indian context. The objectives of marketing department are mentioned below:

- Growing the market share of the company globally by 2% after entering Indian market in one year.
- Growth in sales of the company by 8% within 8 months of entering the Indian market.
- Increasing the profit of the company by 12% within one year of introduction of the business in India.
- Maintaining a good relationship with the customers in order to enjoy competitive advantage over other retail organizations in Indian context (Dalcher, 2014).

#### **Key Performance Indicators:**

They key performance indicators are those which helps to know about the performance of the company in the market and these indicators are those which are able to quantify the organizational performance in the market. Some of the key performance indicators that can

be used by ASDA in order to calculate their performance in the context of the Indian market have been mentioned below:

- **Market Share:** If ASDA is able to calculate their market share globally and compare with that of the past performance of the company, it can be easily known that ASDA is able to achieve an increase in the market share of the company in respect to world retail industry.
- **Sales Record:** The sales record in the context of the Indian market is another key performance indicator and if ASDA is able to achieve an overall growth of sales by 8% from that of the time when the objectives is set, it can easily be known that the company is performing well in the Indian market.
- **Profit and Loss Statement:** The profit and loss statement of the company can help to determine ASDA whether that ASDA is performing well in the Indian market or not and if the company is performing well in the Indian market then it will surely reflect on the profit and loss statement of the company.
- **Customer Feedback:** Customer satisfaction is another index which can help ASDA to know that whether they are able to satisfy the customers of the organization or not. In order to enjoy competitive advantage over other retail organization, it is significant to provide the customers with superior quality service and this can be determined with the help of taking feedback from the customers.

### **Target Market:**

With the help of three diverse strategies, the marketing department of the company will try to gain customers from the Indian market and they are mainly differentiated strategy, undifferentiated strategy and concentrated strategy. But as there are a lot of retail firm in the Indian market, differentiated strategy will come handy and differentiating their products with that from the competitors of the business can create competitive advantage for the company. As the main target of ASDA is mainly the teenagers and youths, ASDA can differentiate their products from other retailers of India, as the youths of Indian market loves innovative products and products that are different in nature. In order to attract the customers, the company can organize exceptional campaign for every occasion (Lopes, *et al.*, 2014, October).

### Sales Forecast:

The assessment of total sales that the company can gather after starting operation of retail business in the target market has been assessed in the sales forecast. The sales forecast has been revealed underneath:

	<u>Year 1</u>	<u>Year 2<sup>nd</sup></u>	<u>Year 3<sup>rd</sup></u>	<u>Year 4<sup>th</sup></u>
<b>Cost Of Sales of products and services</b>	858	943	1038	1141
<b>Profit Generated from Operation</b>	368	404	445	489
<b>Total Sales (million £)</b>	1225	1348	1482	1630

### Financing:

It is evident for every organization to maintain the financial activities steadily. The organization ASDA is empowering retail market activities through generating funds that are required for operating the business. The funds are allocated from the different sources. From the internal sources, the funds are gathered with the help of capital gathered from equity and also the retained earnings of the company. The external sources have revealed that fund generated from potential investors and also debt financing can easily help the organization to allocate much more funds. In accordance to persist this feasibility, the company can also accumulate funds by taking long term loans which will facilitate to enhance the business operation successfully.

### Time Frame:

The action plan reflects the duration in accordance to which the overall operation can be encapsulated. The plan has been reflected below:

ACTION PLAN							
Objectives	Month 1st	Month 2nd	Month 3rd	Month 4th	Month 5th	Month 6th	Month 7th
Measuring the KPI							
Targeting market							



Forecasting the sales							
Contingency Plan							
Feedback							

### **Marketing and Promotion Plan:**

The promotion and marketing is the heart of the marketing campaign of a company. In order to launch a new brand in a country or in order to launch a new product, the promotion activities are very significant. Promotion is done by the company in order to get the attention of the customers and the promotional activities of ASDA before launch of the brand can be done with the help of offline and online promotion.

### **Newspaper advertisement:**

Newspaper ads is a type of offline promotion and newspaper ads can really benefit the company to increase their sales in a country like India as many people reads newspapers as a source of information (Yin, 2016).

### **Television advertisement:**

The television advertisement is a kind of offline advertisement which draws the attention of the customers towards the products or services of the organization and as India is a country where many people watches television, the promotion of ASDA can be done with the help of TV ads.

### **Social Media marketing:**

Social media advertisements is a new kind of advertisement strategy and with the help of social media like facebook, instagram, twitter and so on, ASDA can promote their products in the Indian market. As the target segment of customers of ASDA is mostly youth, they can promote the products with the help of pay per view and pay per click ads in order to promote their products. Also, it is a fact that youths are the ones who use social media sites the most in country like India and this marketing strategy can really help the company to increase their sales.

### **Contingency Plan:**

Contingency plan is also known as the backup plan of the business and these plans are useful during the time of emergency of the company. The contingency plan which ASDA should really think of while operating in India are back up for power, flood situations, accidents related to fire, burglary, bad publicity and so on. In order to get protection against these issues, ASDA can implement a lot of generators to generate electricity to run the business during power cuts, keep a lot of fire extinguishers at places inside the outlets where they will operate. Also keeping CCTVs, which have been installed at places to keep the place of operations secure from any kind of robbery or burglary. Nevertheless, the financial security measurement and risk management techniques have been applied in order to maintain the reserved goods in a safe place. This will enhance the feasibility through the organization can secure its overall operation by making effective plan for maintaining successful business in the long run (Zdilla, 2014).

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