



BUS599164VA016-1202-001 - STRATEGIC MANAGEMENT



Assignment 3 Operation, Technology, and Management Plan with Financials (100 points)

Shaquinna Wilson on Tue, Mar 03 2020, 2:23 PM

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- ☒ 3 Another student's paper: Author: Nikeva Clark; Submitted: Sat, Feb 24 2018, 11:23 AM; Filename: Mini-Project-2-BUS-599-(1).docx
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- ☒ 6 Another student's paper: Author: Eber Rodriguez; Submitted: Sun, Jun 09 2019, 10:53 PM; Filename: Week 10 - Final Assignment - Business Plan.docx
- ☒ 7 Another student's paper: Author: Oliver Tunda; Submitted: Wed, Jun 05 2019, 4:32 PM; Filename: Assignment Three Operation, Technology, and Management Plan with Financials.docx
- ☒ 8 Another student's paper: Author: Justina Haynes; Submitted: Mon, Mar 04 2019, 12:50 AM; Filename: BUS599 Assigment 3 Part 1.doc
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- ☒ 10 Another student's paper: Author: Krystal Elliott; Submitted: Sun, Mar 12 2017, 7:28 PM; Filename: NAB Company final submission 2.docx



- ✓ 11 Another student's paper: Author: Sheena Jensen; Submitted: Fri, Jun 09 2017, 9:20 PM; Filename: S.green BUS 599 Assignment 5 Business Plan ? Final.docx
- ✓ 12 Another student's paper: Author: Matthew Abraham; Submitted: Sat, Dec 08 2018, 9:00 AM; Filename: a5.doc
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- ✓ 14 Another student's paper



1 FRESH N FRUITY

Shaquina Wilson

Strayer University

Operation plan

Fresh N' Fruity Company will have its headquarter and distribution center in Charlotte, North Carolina, with branch offices, retail stores in South Carolina, and Atlanta, GA. The Company intends to lease our facility, Labelling machinery and printers, and purchase on equipment: (1 NAB Mixer Beverage Filling Machine, two vehicles (used panel vans) 2 Computers (Apple Macintosh) and Graphic Software.

2 THE COMPANY WILL REQUIRE A MODERATE INITIAL INVESTMENT T
BEGIN THIS VENTURE IN THE BEGINNING. 3 THIS INVESTMENT WILL
BE REQUIRED FOR KEY AREAS LIKE THE DESIGNING TEAM, SALES, ANI
MARKETING PERSON, OPERATIVE STAFF, AND THE PRODUCTION
PROCESS UNIT. 2 THE COMPANY WILL TRY TO MARKET PRODUCTS
BEFORE LAUNCHING SO THAT THERE WILL BE SOME PRE-ORDERING O
THE PRODUCTS. 3 THIS WILL HELP TO LOWER THE PRESSURE OF
INVESTMENT TO SOME EXTENT IN THE EARLY STAGE OF THE
OPERATIONS.

THE HEAD OFFICE OF THE COMPANY WILL BE LOCATED IN CHARLOTTI
NORTH CAROLINA, AND THE COMPANY WILL TRY FOR REGIONAL
PENETRATION LATER ON. 2 OUR PRODUCTION PROCESS WILL

INCLUDE A GOOD DESIGN MANUFACTURING PROCESS AIM AT THE WAY WE GO ABOUT FABRICATING OUR RAW MATERIAL AND CREATING AN ITEM WITH GREATER USEFULNESS OR DESIRABILITY. WE WILL TAKE TIME TO EVALUATE OR ASSESS OUR PRODUCTION PLANS TO SEE IF THERE IS A NEED TO ENHANCE EFFICIENCIES, IMPROVE QUALITY OF THE FINISHED PRODUCT, STRENGTHEN THE AREAS WE HAVE WEAKNESSES, IN THE LONG RUN, INCREASE OUR PROFIT MARGIN

OUR APPROACH TO INVENTORY MANAGEMENT IS JUST-IN-TIME INVENTORY CONTROL. THIS CONCEPT EMPHASIZES KEEPING INVENTORY STOCKED ONLY TO THE LEVEL NEEDED TO PRODUCE GOODS JUST IN TIME DELIVERY, USUALLY IN RESPONSE TO THE ORDERS IN HAND. 4 SUCH A SYSTEM IS HIGHLY DEPENDENT ON ADEQUATE COMMUNICATION SYSTEMS AND GOOD SUPPLIER RELATIONSHIPS. 2 WE WILL CERTAINLY KEEP ON TOP OF RESEARCH AND NEW DEVELOPMENTS THAT ARE MEANT TO IMPROVE OUR BUSINESS

Technological Plan

5 TECHNOLOGY IS THE BACKBONE OF OUR BUSINESS. 2 EVERY BUSINESS NEEDS TECHNOLOGY. 6 WE RELY ON TECHNOLOGY TO HANDLE MANY, IF NOT MOST ROUTINE BUSINESS OPERATIONS, FROM MAINTAINING BUSINESS RECORDS TO PROCESSING ORDERS TO STAYING IN CONTACT WITH SUPPLIERS AND CUSTOMERS. 5 BECAUSE TECHNOLOGY IS SO CENTRAL TO RUNNING A BUSINESS TODAY, WE PLAN WHAT TECHNOLOGY WE ARE USING AND HOW WE ARE USING IT. 3 FRESH N FRUITY PLANS TO MAKE USE OF THE LATEST TECHNOLOGY WHICH IS AVAILABLE IN THE FIELDS OF PRODUCTION AND ADMINISTRATION. 2 IT AIMS TO GET SUCCESS IN THIS TO GET THE BENEFIT IN THE SHORTEST PERIOD OF TIME; ALL THE RESOURCES OF COMMUNICATION AND TECHNOLOGY HAVE BEEN LINED DOWN.

**FRESH N' FRUITY WANTS TO MAKE USE OF THE TECHNOLOGY AND
ADVANCEMENT IN THE FIELD SO THAT WE CAN SERVE THE BEST
QUALITY. WE WILL ABLE TO GET SUCCESS IF THE ACCOUNTING
OPERATING AND TRACKING OF ORDERS AND HUMAN RESOURCE
MANAGEMENT ALONG WITH OTHER RESOURCES ARE MANAGED BY TH
COMPANY ON A TIMELY PERIODIC BASIS SO THAT ACCOUNTABILITY
AND RESPONSIBILITY DELEGATION IS ENSURED ACCORDING TO WHIC**

"

Suspected Entry: **90% match**

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**WE WILL ABLE TO GET SUCCESS IF THE ACCOUNTING
OPERATING AND TRACKING OF ORDERS AND HUMAN
RESOURCE MANAGEMENT ALONG WITH OTHER
RESOURCES ARE MANAGED BY THE COMPANY ON A
TIMELY PERIODIC BASIS SO THAT ACCOUNTABILITY AND
RESPONSIBILITY DELEGATION IS ENSURED ACCORDING
TO WHICH "**

Technology is so important to running a
business today." ³ **IN ORDER TO
RUN A MANUFACTURING
BUSINESS, A LOT OF**

**TECHNOLOGICAL INNOVATION
WILL BE REQUIRED TO BE USED
AND THE TECHNOLOGICAL
INNOVATION SHOULD BE SIMPLE
AND OF COMPLEX NATURE. ALSO,
TO ENSURE THE MANAGEMENT
OF THE BUSINESS, THERE
SHOULD BE THE EXISTENCE OF
SOFTWARE, HARDWARE, AND ANOTHER SUPPORT SYSTEM IN THE
COMPANY.**

Source - [Another student's paper: Author: Zachary Harmon;
Submitted: Mon, Nov 19 2018, 12:19 AM;
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We will able to get success if the accounting is operating and
tracking of orders and Human resource management along with
other resources are managed by the company in a timely
periodic basis so that accountability and responsibility delegation
are ensured according to which technology is essential to run a
business today

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**ALSO, TO ENSURE THE MANAGEMENT OF THE BUSINESS,
THERE SHOULD BE THE EXISTENCE OF SOFTWARE,
HARDWARE, AND ANOTHER SUPPORT SYSTEM IN THE
COMPANY**

² **BECAUSE TECHNOLOGICAL
DECISIONS CAN BE CONFUSING
WE WILL SEEK OUTSIDE**

EXPERTS TO ASSIST US IN MAKING TECHNOLOGY CHOICES.

Source - [Another student's paper: Author: Nikeva Clark; Submitted: Sat, Feb 24 2018, 11:23 AM; Filename: Mini-Project-2-BUS-599-\(1\).docx](#)

Also in order to ensure management of the business, there should be existence of software, hardware and other support system in the company

**3 IN THE INITIAL PHASE, THE
NUMBER OF STAFF IN THE
COMPANY WILL BE MINIMAL, AND ONLY THE FOLLOWING UNITS WILL
BE COVERED. THIS INCLUDES THE DESIGNING TEAM, SALES AND
MARKETING PERSONAL, OPERATIVE STAFF AND THE PRODUCTION
PROCESS UNIT. IN EACH OF THESE DIVISIONS AND SEGMENTS, THERE
WILL BE MINIMAL STAFF. THIS IS BECAUSE, IN THE INITIAL TIME, THE
ORDERS WILL NOT BE THAT HUGE THAT WILL REQUIRE HUGE STAFF
AND SO TILL THE TIME LARGE ORDER PLACEMENT DOES NOT OCCUR,
THE COMPANY IS PLANNING TO KEEP SMALL STAFF ONLY.**

Suspected Entry: **100% match**

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THIS IS BECAUSE, IN THE INITIAL TIME, THE ORDERS
WILL NOT BE THAT HUGE THAT WILL REQUIRE HUGE
STAFF AND SO TILL THE TIME LARGE ORDER
PLACEMENT DOES NOT OCCUR, THE COMPANY IS
PLANNING TO KEEP SMALL STAFF ONLY

**2 DURING THIS TIME ONLY,
THERE WILL BE RECRUITING OF
STAFF FOR THE ARENA OF**

**ACCOUNTING, INSURANCE
MANAGEMENT, LEGAL ADVICE, IT
SUPPORT, HR MANAGEMENT AND
OTHER SUCH SUPPORT STAFF. 3
ALSO, EVEN IF THEY ARE NOT
RECRUITED, STAFF WILL BE**

Source - [Another student's paper: Author: Nikeva Clark; Submitted: Sat, Feb 24 2018, 11:23 AM; Filename: Mini-Project-2-BUS-599-\(1\).docx](#)

This is because in the initial time, the orders will not be that huge that will require huge staff and so till the time large order placement does not occur, the company is planning to keep small staff only

**APPOINTED ON A FREELANCE BASIS, WHICH ALL WILL DEPEND ON THE
NEED AND THE TASK OF THE COMPANY.**

7 MANAGEMENT AND ORGANIZATION PLAN

Shaquinna Wilson (me) CEO/ president before founding NAB Company, worked with Simmons company in a manufacturing sector for 13 years, serving in various capacities

including supervisors on 2nd shift, obtaining production knowledge controlling 65 associates. I also worked in the healthcare industry for three years, which makes him very concerned about health.

Melinda Cates (NAB Creator & Master Mixer) has worked as a sales agent with Best Buy for 16 years. She brings this experience to the Company. Board of Directors consists of Steve Job (Part time) and Mary Cates (Paid Consulting). ⁸ **THE POSITION OF THE VICE-CHAIR HAS BEEN RESERVED FOR AN OUTSIDE INVESTOR.**

⁹ **A COMPANY'S ORGANIZATION AND MANAGEMENT STYLE ACT AS POWERFUL INVISIBLE FORCES SHAPING BOTH THE DAILY WORKING ATMOSPHERE AND THE FUTURE FOR THE COMPANY.** ¹⁰ **BUT ALL TOO OFTEN MANAGERS, ESPECIALLY NEW MANAGERS, PAY ONLY CURSORY ATTENTION THE DEVELOPMENT OF THIS STRUCTURE AND STYLE.** ⁴ **IN LOOKING AT OUR COMPANY'S STRUCTURE, WE WILL EXAMINE BOTH THE FORMAL LINES OF AUTHORITY THAT EXIST AND THE INFORMAL WAYS IN WHICH DECISION IS MADE, AND EMPLOYEES ARE TREATED.**

Suspected Entry: **89% match**

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IN LOOKING AT OUR COMPANY'S STRUCTURE, WE WILL EXAMINE BOTH THE FORMAL LINES OF AUTHORITY THAT EXIST AND THE INFORMAL WAYS IN WHICH DECISION IS MADE, AND EMPLOYEES ARE TREATED

The formal structure is the official line of authority; it will decide how employees will be supervised and how job function

will be allocated. ⁷ **WHILE A CLEAR**

LINE OF AUTHORITY IS VITAL IN

A LARGE ORGANIZATION, THEY

ARE EQUALLY IMPORTANT IN

SMALL COMPANIES. ¹¹ **A FREQUENT SOURCE OF TENSION IN**

PARTNERSHIP IS THE FAILURE TO DELINEATE AREAS OF

RESPONSIBILITY AND DECISION – MAKING.

Source - Another student's paper

In looking at our company's structure, we shall examine both the formal lines of authority that exist and the informal ways in which decisions are made and employees are treated

INCREASINGLY, WE WILL USE A HORIZONTAL MANAGEMENT

STRUCTURE RATHER THAN A STRICT HIERARCHICAL "TOP-DOWN" lines

of authority in our organization. ¹¹ **EMPLOYEES WILL HAVE GREATER AUTHORITY FOR DECISION – MAKING IN THEIR AREAS OF RESPONSIBILITY. THIS ENABLES THOSE CLOSEST TO THE CUSTOMER OR TO THE PRODUCTION PROCESS TO MAKE DECISIONS QUICKLY AND RESPOND TO CHANGE FASTER THAN IN A MORE CENTRALLY CONTROLLED ORGANIZATION.**

Suspected Entry: **88% match**

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THIS ENABLES THOSE CLOSEST TO THE CUSTOMER OR TO THE PRODUCTION PROCESS TO MAKE DECISIONS QUICKLY AND RESPOND TO CHANGE FASTER THAN IN A MORE CENTRALLY CONTROLLED ORGANIZATION

We are aware that managers have different managerial styles. Our job will not be in terms of the tasks to be done

rather than the methods to be used. Our role will be motivating and aiding the widget makers. ¹² **MANAGING**

Source - [Another student's paper: Author: Sheena Jensen; Submitted: Fri, Jun 09 2017, 9:20 PM; Filename: S.green BUS 599 Assignment 5 Business Plan ? Final.docx](#)

PEOPLE IS FAR TOO IMPORTANT TO BE LEFT TO CHANCE. OUR EMPLOYEES ARE ONE OF THE MOST VALUABLE RESOURCES.

This enables those closest to the customer or to the production process to make decisions quickly and respond to change faster than in more centrally controlled organizations." (Abrams, 2014)

We will take care of them the same way we take care of other resources in our Company, such as equipment and materials; we will ensure that we are wasting our human resources. ¹³ **WE WILL DEVELOP OUR MANAGERS WITH CAPABILITIES IN SUCH SKILLS AS COMMUNICATION, LEADERSHIP, TEAM BUILDING, AND THE LIKE THAT AFFECT OUR COMPANY'S PRODUCTIVITY, EMPLOYEE RETENTION, AND CUSTOMER LOYALTY. ¹⁴ MOREOVER, WE WANT TO DEVELOP AN OVERALL COMPANY MANAGEMENT AND COMMUNICATION STYLE THAT IS INDEPENDENT OF THE PERSONALITIES OF OUR KEY MANAGERS THAT FIT OUR CORPORATE CULTURE.**

⁷ **ETHICS AND SOCIAL RESPONSIBILITY PLAN**

The Company will fulfill its corporate social responsibility by participating in volunteer activities, donating basic needs, conserving the environment, and offering scholarships. The Company will embrace ethics by treating employees fairly and also by producing quality products.