Experience - needed in order to develop skills and expertise to do job effectively

Technology:

Needs to be modern - if not - left behind my competitors - remain competitive

E-commerce - 24/7
Apps - presence on mobile
Emil - speed of communication

Corporate culture:

Company values - developed by founder - Strong CSR perhaps - Can be done through a mission statement

Corporate colours - corporate identity - easy jet

Office layout - relaxed atmosphere - encourage communication and idea sharing - Google - sofas - relaxed

uniformity of office layout - Mcdonalds - easier for staff to transfer - customers feel at ease.

Language and jargon - invention of quirky words - belonging - unique - disneyland call staff, “Actors” and customers, “The audience”

Slogans and mottos - Customers and staff recognise - reinforce objectives

Rituals - dress down friday - relax their staff

Reward culture - bonuses - employee of the month

Flexible working arrangements

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>A relaxed working environment can make staff feel comfortable and motivated to work.</td>
<td>Hard to introduce unless it starts from founders</td>
</tr>
<tr>
<td>Employees feel part of organisation though uniform and jargon etc</td>
<td>staff must be made aware of changes and may resist</td>
</tr>
<tr>
<td>Rituals can create a relaxed ethos and encourage employee relations while motivating them</td>
<td>Modern offices may isolate people, demotivating them</td>
</tr>
<tr>
<td>High quality staff are attracted as they like the idea of working there</td>
<td>Cultures can be seen as a bribe to get staff on board.</td>
</tr>
<tr>
<td>Employee loyalty increased</td>
<td>Management can lose focus and control if a culture is too loose.</td>
</tr>
<tr>
<td>Customers gain sense of quality</td>
<td></td>
</tr>
</tbody>
</table>
Adv:
- staff with similar skills etc together - each department good.
- Know who to report to

Dis:
- too large to manage if rapid growth
- coupled with centralised management - slow reaction to Pestec
- more interest in groups department and not companies

Location grouping

Geographical divisions

Adv
- meet needs of local market
- react to PESTEC quickly
- identify failing area easily

Dis
- Duplication of resources - admin + equipment
- Compete - forget overall objectives

Product/service

Different products or services

Adv:
React to PESTEC
Easy to identify struggling areas

Dis:
Duplication
New one set up for each product

Technology Grouping

production processes

Adv:
- specialisation
- problems identified
- Capital intensive - reduce costs