

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 - prescencence 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 tranfer - 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

Preview from Notesale.co.uk
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Advantages	Disadvantages
A relaxed working environment can make staff feel comfortable and motivated to work.	Hard to introduce unless it starts from founders
Employees feel part of organisation though uniform and jargon etc	staff must be made aware of changes and may resist
Rituals can create a relaxes ethos and encourage employee relations while motivating them	Modern offices may isolate people, demotivating them
High quality staff are attracted as they like the idea of working there	Cultures can be seen as a bribe to get staff on board.
Employee loyalty increased	Management can lose focus and control if a culture is too loose.
Customers gain sense of quality	

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