

are eager to delegate. Finally, the management of human resources to increase performance for Tutti Brothers can involve outsourcing versus in – house decisions, where the manager may find it easier to run the ice cream trade by providing services from other businesses as outsourcing is cheaper and more effective than hiring someone for every function needed within the business. This buy – in involves contracted catering, cleaning, security, payroll, delivery, etc. Without human resources, nothing within the industry would run, but the improvement of their performances through management will maximise their success in the market as they will be fully trained.

The management of physical resources are just as important as human, because no actual items, buildings, equipment, etc, means there is no business to run as Tutti Brothers would have nothing to operate with. But whilst having these assets, the performance of the company can also be managed to obtain better outcome by considering them. These include buildings and facilities, where the manager may decide to have a new extension which can hold can hold more goods and services. This can extend the amount of ice cream products or staff, widening the quality and reputation of the overall company. Because customers demand such high standards, there should be pleasant scenery amongst the area including fixture, shelves, fittings, displayed goods, window displays, fine layout and design, etc, which will attract and assist the achievement of company objectives. Another physical resource is materials and waste, where staff should consider how matter such as out dated ice – cream and rubbish are disposed of, how quickly spillages are cleaned, if there is a green policy that everyone follows, whether goods are delivered at the right time, if the company can reduce waste so that cost savings can be made. There can be a plan to obtain a reasonable number of goods for a fair price whilst still re – cycling to save rates. Plant and machinery are used as tangible assets to carry out the company's activities, which can include freezers, lifts, heavy lifting equipment, etc. There are also those who manage these assets so that they function properly, like repair, cleaning, maintenance, whether its protected, outsource that type of equipment is used since they each have a separate purpose within the company.

Although Tutti Brothers do not have much use for them since they sell desserts, ICT equipment is increasingly developing and has altered the way business works. The company can still use monitors and laptops to work out finances and calculate how much the business is making and can possibly earn in the future. Customers are always looking for upgrades and usage of technology as it's new, so this can bring a new level of business performance to the industry. A big factor to think about with physical resources is planned maintenance and refurbishment, where staff should check if the overall building is being taken care, if slight upkeep and safeguarding can possibly be performed by anyone, whether staff areas are being properly preserved and who is responsible for checking. If already planned, Tutti Brothers will know what to do when the establishment is under threat, saving the business. Maintenance is performed so that the premises, image and everything within the industry are satisfactory and safe. Health and safety is a large issue as the physical well being of others is most important, with the regulations and legislations needs to be followed. Procedures need to be practised and understood such as emergency evacuation and fire drills, whilst equipment has to be kept all around the workplace like fire extinguishers, emergency lighting, hoses, axes, and fire escapes. As well as this, Tutti Brothers should have insurance covered on all of their employees as financial protection have to be provided against dangers such as floods, fires, robbery, etc. Liability insurance is essential for all staff, where compensation is paid for those who are either injured or have gained a disease from work. There is also public liability, where insurance covers non – employees when on Tutti Brothers premises. Finally, there is security which is required to protect everyone within the workplace as well as premises, stock and money from any major threats. This can always be a concern for businesses, which is why security guards and cameras are big part of the organisation since they know of every area whilst being aware of any possible causes that could cause harm and search all staff for any harmful items. Physical resources are what makes a business exist and if my chosen industry manages them well, they will attract a lot more attention in their market.