**Essentials of Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. GreenHarvest, a small organic food startup, planned to expand from selling at local farmers' markets to launching an online store. However, the initial transition was chaotic—orders were delayed, customer inquiries were mismanaged, and sourcing fresh produce became inconsistent. GreenHarvest is realizing the need for better organization between its operations, procurement, logistics, marketing, and customer service as front end functions overall. Through this they aim to address the coordination issues and also improve profitability and efficiency.**

**Analyze the current challenges faced by GreenHarvest and estabilish how does the process of coordination facilitate the smooth transition from existing model to online moderl and also achive organizational goals?**

**Answer:**

**Introduction:**

GreenHarvest, a small organic food startup, is facing several operational challenges as it tries to expand from selling at local farmers' markets to launching an online store. The transition to the online market has been chaotic due to a variety of issues: delayed orders, mismanaged customer inquiries, and inconsistent sourcing of fresh produce. As GreenHarvest grows, it is realizing that to effectively manage the complexities of the new business model, the company's front-end functions such as operations, procurement, logistics, marketing, and customer service must work together in a more organized and coordinated manner. Coordination between different business functions will be key to ensuring smooth operations, improving efficiency, and enhancing customer satisfaction. Through improved coordination, GreenHarvest aims to streamline its processes, ensure timely order fulfillment, and maintain high-quality customer service, all while driving profitability. This analysis will explore the challenges faced by GreenHarvest in its transition and how the process of coordination can help overcome these challenges and contribute to achieving organizational goals.

**Concepts and Application:**

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**Q2. XYZ Appliances, a leading home appliance manufacturer, recently launched a new range of energy-efficient washing machines. However, the company is struggling with high production costs, frequent stock shortages, and customer dissatisfaction due to delayed deliveries. Unplanned operations between procurement, production, and distribution has led to inefficiencies, affecting both profitability and brand reputation. The management now realizes that proper planning is essential to address these challenges.**

**Apply the importance of planning to the situation faced by XYZ Appliances. Discuss how planning can help the company reduce costs, minimize delays, and improve customer responsiveness. Provide at least three key areas where planning can be applied to improve operations.**

**Answer:**

**Introduction:**

XYZ Appliances, a prominent manufacturer of home appliances, is currently grappling with several operational challenges. Despite offering a new range of energy-efficient washing machines, the company is facing high production costs, frequent stock shortages, and customer dissatisfaction due to delayed deliveries. These challenges are compounded by unplanned operations between procurement, production, and distribution, which have led to inefficiencies, affecting the company's profitability and brand reputation. The management team has recognized that proper planning is essential to address these issues effectively and improve overall performance. In any business, planning serves as the foundation for streamlining operations and ensuring that resources are used efficiently. For XYZ Appliances, the implementation of strategic planning can significantly reduce operational costs, minimize stock shortages, and improve delivery timelines, ultimately enhancing customer satisfaction. This situation offers an opportunity to explore how planning can be applied to different areas of the company’s operations to create a more efficient and responsive supply chain, enhance customer experience, and protect the company's competitive edge in the market.

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**Q3. FreshBites Ltd., a leading FMCG company, recently launched a new range of healthy snacks to expand its market share. The top management was keen to introduce the product quickly to stay ahead of competitors. Without conducting in-depth market research, they instructed the operations team to proceed with production and distribution within three months.**

**Soon after the launch, the company faced several challenges. Retailers reported frequent stock shortages, and customers complained about inconsistent product quality. Additionally, the pricing strategy did not align with customer expectations, leading to slow sales. Despite early warning signs, management did not reconsider its approach until significant losses had occurred.**

**Later, during an internal review, concerns were raised about how the decision was made and whether the right type of decision-making approach had been applied. Some team members felt that important steps in the decision-making process were overlooked.**

**Q3A. What type of decision was applied in this case? Do you think it was the correct approach? Justify your answer by identifying a more appropriate decision type?**

**Answer:**

**Introduction:**

FreshBites Ltd. recently launched a new range of healthy snacks to capture a larger market share. However, the process of launching the product was hasty, with top management pushing for rapid production and distribution without sufficient market research. This decision led to several challenges, including stock shortages, inconsistent product quality, and a mismatch between the pricing strategy and customer expectations. The company faced significant losses as a result of these issues. In this case, it is important to analyze the type of decision made and whether it was the right approach.

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**Q3B. In the case of FreshBites Ltd. given in Part A of Q3, Evaluate the decision-making process followed by FreshBites Ltd. What key steps may have been missed, and how could a better approach have improved the outcome?**

**Answer:**

**Introduction:**

FreshBites Ltd., a well-known FMCG company, rushed the launch of a new range of healthy snacks to expand its market share and stay ahead of competitors. The company’s top management prioritized speed over thorough planning, instructing the operations team to proceed with production and distribution within three months. However, this hurried approach led to stock shortages, inconsistent product quality, and a pricing strategy that didn’t meet customer expectations. In an internal review, it became clear that important steps in the decision-making process were overlooked, affecting the overall outcome. This situation warrants an evaluation of the decision-making process followed by the company.

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