**Assignment 2:** Individual Report - Developing an evidence base for your recommendations

### Details:

**Purpose of the assignment:**

This assignment is designed to get you to think more deeply about how you might solve the management challenge and why your chosen approach could be the “best way.” The main focus is on you discovering the best possible organizational process in realizing the proposed direction of the company. That is, the question is more about how to design both soft and hard processes (e.g., leadership/culture, ethics/CSR, and/or HRM) to help implement the proposed strategic goal of the company. For managers to ensure the macro level of their strategic goal to be successful, they have to examine the realization of it within the organization by looking at meso and micro level of organizational process.

**Requirements for the assignment:**

* Re-state the problem in the context of your chosen management perspective as a research question.
  + You should do some research on ‘how best to formulate a research question.’
* Undertake a literature review of management literature that will help you to better understand the nature of the management challenge, how theory can inform a solution and what (if anything) has been tried before to solve this kind of problem (e.g. Has this challenge occurred before? Maybe in another industry? Has it been solved?)
* Identify and select appropriate tools, models and theories that will help you to understand the problem through the lens you have chosen.
  + These should be from scholarly sources.
* Write a report justifying why your research approach to solving the management challenge should be adopted.
  + Use a report format.
* Save your document with the following naming convention: (Assignment number, Student number) e.g. Assignment 2, S123456

Appendix: Write a 500-word response to the feedback you received in your first assignment and what you did in reaction to that feedback to develop your approach to achieving success in this assignment (this does not count towards your total word count).

**Firstly, this is not a Marketing Strategy Assignment.** This assignment is way above - i.e. Corporate Management. **Academic Literature for Marketing Strategy which includes ANSOFF Matrix, Blue Ocean, etc. is not suitable to provide an appropriate solution t**o resolve the management challenges for TONIC-15

Let's start from the beginning; which all of you have conducted the Environment Analysis relatively well and eventually derived at the following **Re-Definition of the Problem Definition.**

**Supply Chain Disruption**- Tonic-15 acquire their products exclusively from Korea. The current situation is quite uncertain due to the Covid-19. If the Korean Govt institute a lock-down again - Manufacturers, Suppliers will be able to deliver the products to TONIC-15.

**B2B (Retailing/Malls)** - This is a very high income business  for TONIC-15 especially in good times; even though the credit terms is not so favorable. With the current uncertainties and the potential of a stay-home/lockdown - TONIC-15 under the present circumstance cannot rely much on this segment.

**Unemployment -** With massive unemployment there is also a loss of income. Couple with stay-home & lock-downs - the use of Cosmetics could be lessen. With massive unemployment recruitment/selection is not so pressing, i.e. the availability of workers, managers, etc.

**Industry Competition** - Based on the present circumstances, most business are all likely to face similar situations. Which means the potential 'winner' will have to lift itself from the pack and stand out from the rival competition.

The Re-Define "Problem Definition" is the Catalyst to determine which Management Issues you would have decide in the selection of the Literature Review - **i.e. to extract the relevant theory/concept to apply that as cutting-edged solutions to resolve the TWO constant variables namely the** **Management Challenges of 'Cash Flow/Working Capital & Scaling/Business Expansion".**

So, to proceed forward it is your decision to choose from a variety of management issues to work on and move on; i.e. HRM, Organization Culture, Managing People, Motivation, Cultural Change, Innovation, Leadership, CSR, Ethics, etc. to Facilitate the Design of your Research & the eventual proposal of cutting-edged solution(s) to meet head-on in resolving the Management Challenges for TONIC-15. **Examples:**

**Leadership** - inspiring the staff/ workers about the firm future endeavors. The CEO should now move beyond as a 'Manager' towards the role as a Leader of an enhanced organization

**Motivation** - design and communicate the organization process to meet the expectations of the customers in a very competitive environment.

**Conflict & Trust**- with a larger organization; disagreement on employees' expectation are likely to happen. How to deal with this to ensure the smooth functioning of the organization?

**Teamwork**- With the increase in manpower and employee's diversities the more so this issue have to be addressed at the outset.

Questions: ??????

* What is your understanding from the various management issues you felt most relevant to research on the range of available Literature Reviews to offer cutting-edged solutions for TONIC-15
* Why do you think your proposed selection from a variety of Academic Literature on the listed Management Issues are ideal/cutting-edged solution(s) to assist the CEO/TONIC-15 to meet head-on in resolving the TWO highlighted statements from the Management Challenges. i.e. **Management Challenges pertaining to 'Cash Flow/Working Capital & Scaling/Business Expansion".**

Therefore, you need to take a position from the outset & that is - does a few or a specific management issue which you think is the most essential, importance and offers the most appropriate cutting-edged solution for TONIC -15 in addressing their indicated Management Challenges.

Whatever it is? - you need to do much more by reading/research widely on Academic Literature from A**cademic Scholastic Journals** on the concepts of your chosen Management Issue(s).

Google Scholar is a good start by highlight the KEYWORD to move forward in the search for the relevant academic literature.  I hope the above is helpful to complete your Assessed Tasks.