**Essentials of Management**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**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? (10 Marks)**

**Ans 1.**

**Introduction**

GreenHarvest, a small but ambitious organic food startup, initially thrived by selling fresh produce at local farmers’ markets. However, with growing demand and the ambition to scale, the company decided to transition to an online model. This shift, while strategic, exposed significant operational weaknesses. Orders were delayed, customer inquiries went unresolved, and the sourcing of fresh produce became irregular. These issues pointed to a critical lack of coordination among core business functions—procurement, logistics, operations, marketing, and customer service. As GreenHarvest attempts to modernize and digitize its sales channels, smooth internal coordination becomes the backbone of its transformation. Coordination is not just a managerial principle but a strategic tool that integrates various efforts, resolves

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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. (10 Marks)**

**Ans 2.**

**Introduction**

XYZ Appliances, a prominent manufacturer in the home appliances sector, recently ventured into the energy-efficient product segment by launching a new range of washing machines. Despite the market potential and consumer interest, the company is facing significant operational challenges—high production costs, inventory shortages, and delayed deliveries that are causing customer dissatisfaction. These issues stem from the absence of a structured and proactive planning process across key business functions. Uncoordinated operations between procurement, production, and distribution have resulted in inefficient resource utilization and a drop in service quality. In today’s competitive business environment, planning is more than a procedural formality; it is a strategic necessity. By implementing robust planning

**Q3(A) 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? (5 Marks)**

**Ans 3a.**

**Introduction**

FreshBites Ltd., in its urgency to launch a new range of healthy snacks, bypassed crucial market research and proceeded with a hasty production and distribution plan. The decision to fast-track the launch was made by top management without involving middle-level teams or conducting consumer analysis. The resulting problems—stock shortages, quality issues, and pricing mismatches—raise concerns about the decision-making process. It becomes important

**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? (5 Marks)**

**Ans 3b.**

**Introduction**

FreshBites Ltd.’s rushed launch of its healthy snacks line revealed significant flaws in the decision-making process. The decision was made quickly at the top level without engaging key departments or using a structured planning framework. As a result, the company faced quality concerns, pricing issues, and low sales. Evaluating the steps taken—versus the standard decision-making process—can help identify the gaps that contributed to poor outcomes and