BGMT364 - Exercise 1

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**Best Candidate**

**Introduction**

Selection of the most suitable individual as the worker referring to the nature and the requirement of the job position is one major aspect to attain the desired organizational objectives in the short run and in long run. Hiring the best candidate is also a major point of concern for the management of the Biotech. It is crucial demand of time for them as the company is keen to expand its business by offering new product of infant formula in the new market. The comprehensive background information of this project of the company explains that Melanie Malone is passionate to enhance the business domain in the form of infant formula with the main focus on the natural products in the new market. It is utmost crucial for the department to critically scrutinize the existing situation concerning the perspectives of best candidate and most appropriate location to achieve the purpose of enlargement of the company’s business.

**Discussion**

Proper assessment of the potential candidate according to the needs of Biotech is one major task for the group leader from Expert Foods Consultants at the moment. It is essential for the individual to thoroughly overview the profile information of all the candidates and aligned with the key paradigms and strategic domains of Biotech to initiate new product line for the new market. At the first step, it is mandatory for the consultant leader to attain better knowledge regarding the business plan and strategic approach set by Melanie as the director of the department. Proper consultation between these two shareholders makes it easy for the group leader to understand the desired approach of Melanie when it comes to the selection of best candidate as the manager to launch a new product line of infant formula in the new desired location. It is viable to discuss all three potential candidates individually to gain a better understanding of their competencies and working prospects referring to the main organizational approach of Biotech.

**Sloan Jessie**

The consultant leader considers Sloan Jessie as one of the options of suitable candidates for the job position of manager for the organization of Biotech. It is worthy to mention that the information provided by the Sloan Jessie in her resume was quite impressive that ultimately make it essential for the consultant to ruminate her for the job. It is essential to briefly get the idea of main academic and professional developments of Sloan Jessie to obtain better information about her working approach. Sloan mentioned that she has been working in the organization focusing on the enlargement of the idea of the sustainable and human-friendly environment by offering a natural approach of Protein and Fitness for the customers. Undoubtedly, it is one positive aspect that increases the chances for Sloan to select her as the team lead to manage new business operation in the Asian market.

Another significant aspect about the Sloan as the candidate for the job position of manager is that currently she’s working for the organization of Biotech with the specific objective of encouraging the idea of opting natural ingredients to provide sustainable products to the customers. The leader of the consultant group also keenly observe that Sloan have the prior experience of management as she provided her services as the production manager for the area of New Mexico. Her working experience as a manager is one positive point for her as it is identified by the leader of the consultant group that she has a good reputation as the manager who has the ability to manage all the workers effectively and efficiently (McGregor, 1960). She might be considered as the good option when it comes to the adequate decision-making regarding offering operations of new infant formula products. The less likely feature about the phenomenon of considering Sloan as the suitable candidate is that she never has enough marketing experience that might hinder the successful strategic perspective about the idea of market expansion of organization through product enhancement.

**Maddie Cooper**

Maddie Cooper is another possible option for the job position of manager in a new location with the focus of offering infant product industry. Initially, the major task for the leader of the consultant group is to adopt the method of screening and critical assessment criteria to make inferences about the alignment between the competencies of Maddie Cooper and the desired managerial features set by Melanie for the main idea of presenting infant product by the organization of Biotech in the new business market. Maddie Cooper has a great form of working experience when it comes to the effective products recognized as mid-sized infant formula. It is important to consider that her knowledge regarding the industry of mid-sized infant formula will be vital for the Biotech as the major objective of the organization is to enhance its profitability and operation level in the field of infant product industry.

Immense form of marketing expertise is one prominent feature of the career profile of Maddie Cooper. This particular aspect can be immensely effective for the company as it is one major component to initiate business in a new corporate location. It is also noticed that delivered her services as the regional director for the area of Asia. This form of consideration is crucial to consider her for the job position of manager for the new location. The Asian market determines as the ideal new business location by the Biotech as Melanie is interested to offer natural and sustainable infant products for the Asian countries such as China and Malaysia. In her resume, Maddie clearly mentioned that as the regional director for Asia, she has better knowledge and experience about the local markets of China and Malaysia. It is one critical aspect for the leader of the consultant group to consider in the selection process because she has enough understanding about the legal compliance and regulations of the potential Asian markets (Mayo, 1933). Another crucial aspect about the working approach of Maddie is that she never consider the idea of sustainability and green product as much important when it comes to the objective of development of infant product industry.

**Bentley Hughes**

Referring to the idea of organic infant products than Bentley Hughes is one suitable name to consider. Adequate research work done by group lead of consultant indicates that he has a better understanding of the natural products used for the infants. It is crucial to consider that recently Bentley Hughes and Pam take over their positions in the organization of Biotech as Director of Operations. It is interesting to monitor and take a decision that whether Bentley has enough experience to effectively run a new division of business for the company. His previous knowledge and domain of leadership might be significant to properly and successfully attain the new venture of business planned by the company.

The prior discussion with Bentley is also crucial for the group leader of consultant in the entire process of selecting the best candidate for the managerial position and refer to Melanie. During the discussion, Bentley comes up with the belief that he is capable enough to effectively handle the Asian market as he has a feasible form of understanding about this region. He presented the idea that he is one suitable option as the manager for the new division of business because he acclaimed himself as the leader who has the potential to manage business operations effectively. He perceived his cultural awareness of the Asian region as an edge for him to refer him as the suitable entity for the managerial role in Asia planned by the company of Biotech.

**Selection of Best Candidate**

Now it is a critical phase for the leader of the consultant group to select one best candidate from the potential three candidates for the job position of manager for the new division in Asia planning by the company of Biotech. This specific stage is critical for the leader of the consultant group because it requires to provide significant intervention and consultation to Melanie. Knowledge about all the candidates indicates that all the three individuals have different forms of working specializations in various working domains. It is feasible to briefly consider the major working abilities of all candidates before taking a decision about the best candidate for the company of Biotech.

The most striking aspect of Sloan Jessie as the candidate for the manager of the new division is that she is committed to work according to the core values and traditions of Biotech and expands its domain of business by adopting the idea of sustainable production. Twenty-five-year working experience in the field of mid-sized infant industry and the significant marketing domain are the two salient features in case of Maddie Cooper. She has enough form of market understanding of the Asian region which is the main concern for Biotech. Bentley Hughes is the third option as the possible best candidate for the new venture of business expansion designed by the management of Biotech. The most prominent aspect of Bentley Hughes as fit for the job position of manager is that he has an appropriate form of knowledge about the decision-making process which is one main form of the requirement by the company.

Critical assessment of the potential attributes and capabilities of all the candidates make it easy for the leader of the consultant group to select the most appropriate or best candidate from these three applicants for the managerial position. Pat successful domains of leadership and appropriate handling of operations make Bentley Hughes as the best candidate for the position of management for the new division of infant product industry. He has enough knowledge about the natural products referring to the idea of infant manufacturing expansion by the company. The vast experience of Bentley Hughes as the leader can be extensively effective for the organization to lead a new division in the Asian market. It is also important to mention that he has enough approach to understand the Asian market and launch the products according to the needs of the potential customers.

**Best Location**

Selection of the most suitable location is one major aspect to attain the desired organizational objectives in the short run and long run. The location of a business can be an important factor in its success. It is essential to cautiously assess the right environment for a particular business. Each business has unique requirements and priorities that should be considered when deciding the location of the business premises. Best location for a business should be a growing business hub, which contains supreme prospects for its growth. Real estate cost must be affordable and meet the needs of a specific business. It is beneficial to gather information about the economic and demographic characteristics of suitable locations. Biotech should need to be aware of their competitors in that area. Additionally, ease of distribution of products to customers, access to affordable labor, sustainable products, and the access to innovative employees are significant factors that one should need to consider as well before selecting a location for their business (Technology and Innovation). Biotech is considering three main location for their manufacturing and distribution plant. These locations include Malaysia, China, and the United States.

**Malaysia**

Malaysia as a diverse market with a very favorable environment for the distribution and sales of Infant formula products. With a population of more than 31.62 million, the birth rate is 2.04 births per woman, which serves as a significantly promising factor for Biotech to establish its manufacturing and distribution plant. Before establishing a business plant in Malaysia, the manufacturer of the infant formula products needs to keep the following elements in mind

The cost of commercial or industrial property in Malaysia is higher as compared to the residential property. The rates may range from Malaysian Ringgit RM 19100000 to RM 5300000. Furthermore, the investor will have to pay a down payment of 20% by getting a loan of 80% of the total cost of the property. Environmental degradation is one of the most serious threats being faced by our planet recently. Biotech takes the cleanliness and safety of the environment very seriously and plans to introduce green products in the Malaysian market which will benefit both humans and nature. It has been found out that environmental degradation is also a rising concern in Malaysia as well and most of the Malaysian consumers are ready to pay premium pricing for green products.

Malaysia, being a populous country, is an excellent market for the establishment of an industry. People in Malaysia are highly educated and equipped with technical knowledge as well. But with the high unemployment rate of 3.30%, people are ready to settle for less competent jobs as well. The cost of labor is suitable with wages ranging from 1100 MYR/ Month to 3633 MYR/Month; the minimum wage in manufacturing can start from 1000 MYR/Month. Hence, the availability of cheap labor will not be an issue for an investor while establishing and industry. Being a developed country, the infrastructure in Malaysia is very well-structured. The network of roads, highways, and bridges is well –planned, and it is feasible for the company to collect raw material from various sources like farmers and dairy farms. The qualities of sound and well-structured infra-structure also come in use here, as it plays a significant part in carrying the finished products from the manufacturing plant to the end consumer. Taking the help of a high-end supply chain, Biotech can efficiently distribute its products in major cities like Kuala Lumpur, Ipoh, and Johor Bauru. Both land and air routes can be used as the road network, and airplanes are well developed and business-friendly. The end products can easily be distributed to the superstores and big marts, from where the consumers can purchase them at their convenience.

As explained earlier, Malaysia is country thriving with a highly-skilled and well-educated workforce, who can contribute significantly to the progress and promotion of the infant formula product manufacturer. Being well-educated, this workforce can come up with innovative ideas which can help Biotech to introduce something new in the market and stand out among all its competitors. The most suitable locations for the initiation of a manufacturing and distribution plant can be Ipoh, Kota Bharu, and George Town as these are very important industrial cities and the access to resources and technology is easy in these locations as compared to the other sites. The availability and transportation of raw material will also be much convenient at such a place.

**China**

It is noteworthy to mention that the Chinese manufacturing is a practice that the United States and other international businesses have acknowledged in the recent few years. China has become an indispensable to prosperous manufacturing as it’s utilized by some of the prominent brands. The need for an economical overseas manufacturing rises due to the increase in domestic prices. Since the inception of China manufacturing, their manufacturing capabilities have continued to grow. China has more than 100 million total employees in the manufacturing sector. Whereas, the United States has only 17 million manufacturing employees. The cost variance among manufacturing in China and manufacturing domestically is momentous (Fogel, 2010). It is obvious that shipping and duties along with costs of manufacturing domestically are real challenge. Manufacturing in China is cheaper as compared to most of the nations. Labor minimum wages are less as compared to most of the countries which give Biotech an edge to prosper in China. There is a higher overhead for domestic manufacturers with high turnover and steep training costs. Overseas manufacturing has become ideal in China as it provide affordability in real estate.

China is one of the most exciting places to be for an entrepreneur. It has a huge reserve of highly trained labor. Therefore, China has a right pool of labor for Biotech to place its manufacturing and distribution plants. In order to increase the number of skilled labors, China has pledged to improve their vocational education. Outsourcing to China will give Biotech an opportunity to access factory’s cheap labor (Fogel, 2010). Minimum wages are lower in China as compared to other nations which attract many businessman to establish their work in that country. Hence, businesses such as Biotech can easily avail these cheap labors and prosper in that country which significant profit margin. China also has higher production capabilities as it produce goods for the global economy. Due to this, the manufacturing capabilities of China has increased beyond anyone’s expectation. Biotech will get an advantage while outsourcing to China, because China has the capability to produce quality products. China is an eco-friendly country and it welcome those businesses, whose products are manufactured without any hazard to the environment. Strict rules and regulations regarding environment will not affect the business of Biotech. It will be a great location for Biotech as its infant formula products are green products. China is also a suitable place for Biotech due to rising Chinese consumers (Fogel, 2010). Biotech’s infant formula products will get maximum consumers due to the large population of China. Chinese are more concerned about the health of their infants due to which they are willing to buy those products that have no side effects and are pure natural. The urbanization in China accelerates due to which consumer spending increases. Moreover, China has a well-organized road infrastructure that will help Biotech to distribute their products from manufacturing field.

**United States**

The United States is unmistakably a prominent business player as it is an economic and political powerhouse. United States contains diverse cultures, ethnicities, races, and religions which mean that there is no stereotypical ‘American’. For Americans, time is money. Punctuality is an essential factor in America, so deadlines are strictly adhered. The US prizes qualities such as self-reliance, personal achievements, independence, and initiative (Shenkar, Luo & Chi, 2014). This means that the US contains valuable and hardworking employees. However, Biotech should keep in mind that the overall living standard in the United States is higher as compared to other countries. Minimum wages are also higher in the US due to its increased economic growth. Therefore, Biotech will have to give more wages to employees which can affect their profit margin. Another important factor that Biotech should consider is improved public perception in the US. People living in the US have high literacy rates which means that they are more interested in getting knowledge about different stuff. Distribution of products is a major problem for a company as distribution cost often affect their profit margin. However, in the United States, distribution costs are less in comparison to other nations. Biotech can get advantage from distribution factor in the US in order to thrive their products in the market. There are lot of innovative workers in the United States due to the rise in technology. Advancement in technology also makes production cost less problematic (Shenkar, Luo & Chi, 2014). Automated machinery is used for many manufacturing plants. The United States has increase environmental pollution regardless of having environmental laws. Therefore, the establishment of manufacturing plant in the United States will be a significant question over its production of the green products. People of the US are usually more concern about their health. There are many internet users in the US, who are well-aware about different aspects of health of their children. They have improved perception in comparison to other countries which will provide Biotech an edge to flourish in the US by establishing their manufacturing plant.

**Selection of Best Location**

Now it is a critical phase for the leader of the consultant group to select one best location from Malaysia, China, and the United States for the establishment of manufacturing and distribution plant. Cost to acquire real estate, ease of distribution of manufacturing products to the plant, green products, and affordable and skilled labor are critical factors to select one location. All important factors are considered before taking a decision about best location as companies’ success will relay on these factors. Factor deep analysis of three potential locations, the leader of the consultant group is willing to select China as the best location for establishing its manufacturing and distribution plant of infant formula product. China has affordable real estate prices as compared to other two countries. Economical prices of real estate can be effective for Biotech to establish its manufacturing plant without spending much money to buy an area for its plant. Additionally, China has cheap labor in comparison to other two countries. Labor market economics decide labor’s wage. The price of the wages goes down, when supply of labor exceeds demand for labor. China’s population is approximately 1.386 billion, so the supply of labor exceeds there. Therefore, the labor cost is cheap in China which can be beneficial for Biotech to make progress. Overseas manufacturing has become ideal in China as it provide affordability in real estate. The manufacturing capabilities of China has increased beyond any one’s expectation which make it a suitable location to launch manufacturing plant.

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