Human Resource Management

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[Institutional Affiliation(s)]

Author Note

Case Study of Shopper’s World

Based on <https://www.youtube.com/watch?v=iV7BTx6TCW0>

Job Description and Job Analysis

This is the era of Globalization and Fast-Moving Consumer Goods (FMCG). Often, we see that family businesses expand rapidly and that growth spin out of control, resulting in a demise of the said company due to lack of reach and practical experience of the Chief Executive Officer of the company. For my assignment, I have viewed an Episode of a Television Reality Show called “Undercover Boss”, where the boss finds out the deterioration of his company and the incompetence of his senior management. Based on my understanding, I will be discussing the ways that can be used, so that a CEO need not play the part of a vigilante to find out the problems in his company.

# Brief Background

The company that we will be analyzing is called "Shopper's World". It was a company that was founded by a closed family association. The management in the company was strictly family-based since the head of the company thought that each family member ought to look after a single store himself. The current CEO of Shopper's World, Sam Dushey expanded the company rapidly, which resulted in a series of serious problems that he, fortunately, found out by one-on-one meetings with his lower staff.

## Comparison of two company positions

To understand what the CEO has accomplished I will be comparing two positions at the different stores of Shopper's World. First, let us study the example of the Nalini, a worker in the Shoe Department in the FMCG chain's Queens store. She was at the job for almost eight years without any prospect for promotion. The department that she works for is huge and its sheer size is too much to handle for a single person. Yet she manages to stay on the job as she needs it badly due to several family responsibilities. It seriously shows that the incentive to remain on this job is solely her financial difficulties. She works in unfriendly conditions in the store, which can be witnessed by the fact the undercover CEO had to ask for a tissue as he experienced a slight allergic reaction while arranging the shoe storage. Let us compare to the job of Tanisha, the cashier at the Brooklyn store. It is a whole different story. How often do we fancy the cashier's position during our part-time jobs, but believe it or not, that job is a lot more difficult than a salesperson's job. We can see the equipment failing multiple times on the cash counter. Also, the cashier had to "invent" a way to curtail the practice of poaching goods and later claim compensations or replacements.

Another thing that we observe is the later training and equipment. This is the first thing that Miss Carol, the salesperson at the Cleveland store. She complains about the malfunctioning in her scanner and the lace of security at the store, which could have serious consequences for the employees at the store if the shootout were to happen. Her job is already too difficult, as it is too much work on a single person. Add her age to the mix and the difficulty becomes tenfold. She is past her retirement age, and she only works to feed herself and her husband. We can also observe a severe lack of training when Sharteria, the salesperson at the Atlanta store is concerned. She is not offered any training at all by the upper management of the company. Training and equipment are the lifeblood of any company and a serious deficiency is observed by the CEO when both are concerned. The lack of action regarding these problems places a serious question mark on the reach of the CEO as well as the efficiency of his upper management regarding the affairs of the company.

## Methods of Information Collection

How often we are asked to believe that the CEO has eyes and ears everywhere. However, such is not the case. The CEO always relies on his upper management to give him an analysis of the situation of his company, and even the upper management cannot see and hear everything in the company. Thankfully, there are several ways that the CEO can make sure that he is not cut out of the loop (Armstrong, 2008). Firstly, the CEO can set up a Quality Assurance Department (QAD) to be his eyes and ears. The QAD can coordinate with the entire management as well as the entire workforce of the company to help them in their daily work-related needs. A small team of QAD staff can be posted in every store, which can be directly monitored by the CEO himself. If that department exists already, then a major overhaul is required in the QAD for it to fulfill its function. Believe it or not, the QAD is to the company what the CIA is to the US Government, without all the hostility of course. Secondly, he can set up an electronic portal for his employees so that they can give their suggestions and explain their problems a lot more quickly without going through the Red Tape (Burke & Cooper, 2015). The portal can be managed by the QAD, along with a trusted advisor in the Board of Directors so that the information can be filtered down to the point that the CEO would hear the problems of the grave concern.

Adding to the responsibilities of the QAD, the CEO needs to build a training department in every store of Shopper's World, to facilitate the training. The staff can be innovative to solve their daily problems, but a series of individuals trained in the art of marketing can train the staff accordingly according to the latest trends in the market. In this way, the staff can achieve a tremendous amount of progress for everyone working for the company. It is a Win-Win situation for everyone at the company (Sims, 2012). More efficient staff means more sales, which in turn means more profits and more repute and perks for everyone at the company.

Lastly, the CEO can collect information through a security infrastructure as well. Security can help a lot in keeping the surveillance easily for the CEO by establishment of an internet-based monitoring network where the CEO can directly view his employees randomly to observe the highlighted situations, should the need arise. This can be especially useful if he wants to monitor the QAD himself.

# Conclusion

To conclude the discussion, the CEO cannot know everything that is happening in his company. But no issue under the sun is unsolvable. With the right set of tools, observations, and manpower, the CEO can overcome these complications to pave a better way for the future of his company and its employees so that no one feels left out of the prosperity and lucrative gains that are enjoyed by the CEO himself.

# References

Armstrong, B. M. (2008). *The Essential HR Handbook: A Quick and Handy Resource for Any Manager.*

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