Name of student

Name of institution

Name of instructor

Professional human service

Professional work is an aspect that many businesses miss to put in their places of work. To achieve this aspect, there are many things that need to be put into consideration. Different industries have their own way of doing things. If a company decides to go the professional way, there are high chances that it will succeed in achieving its goals. The professional way of doing things, within a company, involves making sure that goals and objectives are set and that there is a clear plan to be used. Since not all the businesses can come with this professional work plan, they can always hire professionals to do it on their behalf. As a professional business advisor, below is one business that I would like to offer the services so it can perform better in the industry.

Problems affecting the company

The client in question is Victory Holdings. This is a company that deals with the production of wines. The company is based in America and has been in the industry for a long duration of time. Apart from the fact that it is an award winning company, it has extended its operations to other parts of the world. This is part of the success that it continues to celebrate as a company. Many people recognize the company as one that only deals in the production and supply of such products though it has diversified its operations to other areas. Currently the company is among those businesses that have the biggest market share. Though the business has been doing well, there are still a lot of things that need to be done to make it be on the professional track.

 The presentation will concentrate on the things that need to be done by employees and employers within the business. This is in a bid to try and make the business to be fully professional. The paper shall examine the things that the business is currently not doing right and later provide recommendations on how the performance can be improved. One of the problems faced by the client is the inability to keep proper records of the business. Over the past, the company has not been keen to keep such records. The owners of the business do not perceive this as a problem since they believe whatever is in the past does not have any relevance to the performance of the business now. Another problems faced by the business is the inability to motivate the employees so that they work better. Another problem that the business has been facing for a long duration is the lack of capital that can be used to expand the business to other parts of the world.

The ability of the business to eradicate all the problems from their setting means that they should get help from professionals. The agency has been in the industry for a long duration and can always be trusted to offer the best services in the industry. The reason why many businesses keep coming back to the company is because the recommendations they were given in the past worked and they believe that to perform better, they should get direction from this agency. Some businesses do not believe in getting the services of a professional consulting agency. They always go ahead to implement the strategies they have without even seeking expert opinion. This company will be able to come up with some of the bets objectives and goals in the industry. To remain a good performer in this industry, the company will also be advised on the steps that they need to take to avoid the problems that can result into losses.

Goals and strategies to be used by the client

The client has tried to come up with some solutions to the problems that the company has been experiencing. For the problem of motivation, the company has resulted to offering guidance and counseling at the place of work. The reason for doing this is that the company wishes to make the workers to have the best moods at work. The client believes that one can only perform to the best when he or she is in the best mood. Guidance and counseling might be a good strategy but might fail to work bearing in mind that this is a multinational company. A company that has branches in different parts of the world cannot use one method to motivate the employees. They come from different culture and it might not be easy for them to adopt one method of motivation. The goal of the firm towards solving this problem is that they will have to change the attitude of the employee within the next one month.

When it comes to the issues of not being able to keep the records as per the requirement of accounting, the company seeks to find a better to safeguard their information and also to ensure that the stored information is easily accessible. The two solutions have been cited by the company as those that will assists in ensuring that the company can last in the industry for a long duration. The reason why most of the companies always fail to perform well is because they do not take time to come up with alternative solutions to the problems they have. It is only through creating different solutions to one problem that one is able to solve the problems. After listing down all the solutions to such a problem business people are always advised to ensure that they follow up and weigh the present alternatives and choose the best among them. Most of the companies always come up with one solution and that is what they decide to stick. Coming up with one possible solution to such a problem can be an easy way to make decision but can never be the best way to solve the problem. The reason why it is not good to have one solution to all the problems that one has is the fact that when it fails, the business will have to go through a lot. They have to go back to the drawing board so that they can come up with another one in substitution for the existing one.

Prioritizing the goals that businesses come up with is one of the mistakes that management for such businesses always encounter. They always end up feeling that there is only one best way that can be used to solve any problem that a business might encounter. It is a mistake that many businesses have been making over the years.

Other needs that the organization might be having

To be a good performer in the industry an organization must have the best working structure. Most of the businesses always fail to get the best structure because they do not believe in many chances. The organization does not have the best structure that can be trusted to offer them the best results. Results in any business can only be achieved by taking into consideration the any available options. It is the duty of management to do research so that they can determine different structures that are good for the business and how they can be used.

Another need that the client has not noted with the business is the fact that they need to grow. Every business person has the intention of growing the business to better levels. Without much research being done by the company research team, it is hard to grow because of lack of any clear protocols to be followed. There should be defined manner in which one ploughs back the profit to the business, one of the fastest ways that one can use to grow an upcoming business with great potential is by ensuring that they use the profits they get to grow the business.

 Since our company has been in the industry for a long duration, it is pretty clear that the company can be trusted to deal with a variety of issues that affect business. Most of the clients who have visited the company always report that they had the best experience. Most of the have now been helping other businesses to gain the experience they need so that they can manage the business in a better way. Other business people have also have about the agency and are always enquiring about the processes they should follow to run their businesses better.

Crisis

In the industry, the business is among those that are stable is not facing any crisis. The management of the business has been doing an incredible job as they try to avoid situations that can make the company to get into a crisis. The management only has issues that can affect the company in the long run. As it stands, such situations cannot be identified as crisis because they do not have any significance in the current time. The ability of the business to succeed in future in future is determined by the level of seriousness that they use handle those things that can affect them in future.

Recommendations on how they can improve the business

Since the business is doing well and the owner wishes to add more success to the business, there are many things that the management must talk about. The first one is that the business should invest a lot in research. A business that does invest a lot in research does not grow. It is through such research projects that a company can come up with some of the best ways to run a business. Most of the innovations that are always made depend on the structure given. Research projects also aim at finding loopholes that have been left by the current system used by the business. Most of the businesses that have invested a lot in research always come up with new ways of doing things.

For the expansion part, the business needs to increase the amount of money that is ploughed back into the business. The best tool that any business person can use to grow his or her business is by making use of profits. The wonders of the business can forego the business and confirm that the money will delivered to the after some time. The reason why many businesses always experience stagnated growth is because they do fight to grow it. A lot of profits is always used for unnecessary processes.

The business also had the problem of having employees who are not motivated to work. There are many ways that can be used to motivate any worker at the place of work. Motivating players will depend on the culture of the employees. There are those employees who can be motivated by guidance and counseling. Other people will go ahead to look at the financial implication of the process. On the other hand, there are some workers who can be best motivated by ensuring that all the equipment and facilities they need to use when working have been provided by the company.

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