Project 2

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**Introduction**

Biotech is going to expand its products, and it is interested in infant formula products. The history of the company shows continuous progress and improved market shares. Further investment in new projects will help the company to increase its sales from the current $45 billion sales to above $70 billion. However, every company's progress lies in the vision and mission of the company. As Biotech aims to help, everyone lives a healthy life by providing them with the products, which are processed through all the possible natural methods. Under the infant formula project, it aims to enhance its business by introducing a natural product in the current market. Such products will help the company to accomplish its ongoing mission of developing a product which would be safer, effective, affordable and natural. As a result, Biotech Health and Life Products, Inc. will be able to fulfill its primary goal of providing its consumers with healthy products.

However, with the help of a proper plan and well-developed strategy a company can be able to achieve its goals and objectives regarding any project. A precise and well-organized plan will look into the current status of the company including the organizational culture and structure along with an appropriate communication plan. At the same time, it will also describe the breakdown of products and services for the initial launch. These are the elements of the plan, and each component provides the detail information about the company under the documentation of phase II for the launch of a new product in China, i.e. infant formula.

**Organizational Structure**

It is one of the crucial elements in order to fulfill the needs and objectives of a company. It is one of the ways to organize the employees working in different teams and departments within the company. The current organizational structure from its current profile shows that it has a geographical division structure. However, each geographical division has a functional structure of the production and sales division at the center. At the same time, each division consists of a small team having R&D, IT, HR and Finance. The primary job of these small staff is to cooperate with the headquarters office and implement all the decisions made by the authorities sitting at the head office.

Moreover, all the divisions are headed by the President and CEO Maximillian Barney from the headquarters office. Under him there are the Executive Directors of each division; South America Division, North America Division, European Division and the New Division (Infant Formula). In addition, the Organization Chart of the company shows that it has a horizontal structure. It is also called as a flat organizational structure which indicates that the company has very few levels with the upper management and staff level workforce. The horizontal org chart is mostly adopted by start-up businesses. However, big companies prefer it because it inspires less supervision and promotes the more engagement of the employees.

**The Organizational Chart for New Project (Infant Formula)**

The organizational chart is the representation of the organization structure in the graphic form. It is designed to present the relationship between the different job positions within the organization (Zhang, Yu, & Lv, 2015). Some of the Org charts also mention the employees’ names along with their job title in boxes. All the levels in the organizational structure are connected through different lines on the chart. Likewise, by looking at the org chart, it becomes easier for a person to understand the number of levels, and roles and responsibilities of each level within the organization. However, the HR department of the company is responsible for keeping the org chart, and it updates it with the arrival of new hires in the company. At the same time, it would be feasible for the new hire to understand the hierarchical structure of the company and learn the names and job titles of other stuff in the organizational structure (Child, 1972).

**The Organizational Chart for New Project (Infant Formula)**

It is a flat organizational chart and implementing it for the new project will be quite helpful. There will be a platform for a cross-collaboration culture, and it will encourage every team member to know its job responsibilities and offer his or her services by collaborating with multiple teams. In addition, this design also promotes innovation, creativeness, and teamwork, which will help to achieve the mission and goals related to the new product (George, 2016). There are certain benefits of having a flat org chart for the project infant formula. It might seem like a traditional org chart, but it is not a traditional org chart. It is prepared by using the latest software for making an org chart. It will engage the employees at work remotely. The significance of having a remote Org chart will help to provide a flexible work environment for the workers, and it will connect all the employees with their co-workers through this connection. Moreover, this software of the Org chart will bring the team together by allowing them to access the information through their mobile devices. They can check on the org chart through their cell phones and can get the details quickly. At the same time, it will increase employee productivity. When people need any help regarding the supervision, they can easily access any of the individuals on the organizational chart without spending much time. It will save their time, and they will consume it perform their roles and responsibilities at the workplace.

The roles and responsibilities of all the departments in the Org chart will be discussed separately. Starting with the human resource department (HRD) for the new project, it is the central structure of the project which is responsible for the empowerment of employees for the new division. Few of the responsibilities of HR will be the development of skills of employees who are engaged in the new project. According to the needs and demands of the functionalities of the Infant formula, HR will design training, informative resourcefulness, performance assessment, and organization development. It will be responsible for the development of skills of each employee, and it will also inform about the decisions of higher level management sitting at headquarters.

Similarly, R&D is the Research and Development department of infant formula. It will have an R&D manager to direct the team in this department. The responsibilities of the R&D manager will be to research, plan and implement the new methods and programs in order to successfully launch the new product of infant formula (Hsu, Lien & Chen, 2015). At the same time, this department will be responsible for the provision of a platform for innovation and creativity for the new project. In addition, the department also responsible for conducive research on the environment so that the possibilities of failure might be minimized.

Moreover, the product design team under the IT department will work with the product and sales team to hypothesize, plan and design the product and its features. They will be responsible for creating a product according to the market demands by collaborating with the other cross-functional teams (Morris, 2016). Likewise, the finance department is one of the crucial departments of an organization. It plays a pivotal role in the growth of a business. Therefore, creating a separate department of accounting and finance for the new project will help to assess the monetary needs of the division. It will also prepare financial reports like P&L and Balance sheets. In addition, it will also monitor the accounts payable and accounts receivable. At the same time, it will also make sure that all employees are paid correctly.

Moreover, the production department is one of the leading departments which is directly concerned with the formation of the products. As Biotech is looking to launch an infant food line, which will be a consumer-friendly and healthy product. Therefore, this department will ensure that the product will be a greener footprint and naturally-processed. The company is already in an eco-sustainability commitment, the production department along with the product designing team will come up with a product which is sustainable and environmental friendly.

A marketing manager is responsible for local or market testing. It is imperative to test the locality before launching a product because it will help to find out the response of the market to a new launching product (Sheldon & Kupp 2017). The success of failure of a product totally depends on the market testing team. Therefore, its necessary for the Biotech Infant Team know the value of the natural products in the Chinese market. It is essential to understand the consumers' feedback about products like grass-fed cow milk, liquid, soy, and non-GMO. It is the responsibility of the marketing manager and its team to test the area for the feasibility of the product. However, there are various ways and techniques used for local testing. It is up to the team to use their innovative ideas and creative potentials to check the response of the consumers. The demand for the new product in the market entirely depends on successful testing. Therefore, critical analysis and useful testing will have an impact on the success of the new product line under the infant formula project.

**Organizational Culture**

The current culture of an organization is very flexible and employee friendly. All the employees are connected to each other like family members. It is believed that having a family culture in the workplace gives support to collaborative decision making. Biotech has been a family business. Therefore, the presidents and the CEOs of the company run the company like a family setup not like a business throughout history. Similarly, the tradition is still running in the organizational culture of the company. It has successfully promoted a culture where collective decisions are preferred. At the same time, it can be seen that the owners' family and employees make up the company's consumers. It has a customer-centric culture, and the family is also encouraging this thing in the company. It is because such a practice will help the employees to find out the things through a customer's perspective and be able to make decisions with the consumer's view. Moreover, it is also widespread throughout the company that all the departments will be accountable to the customers. The owner of the company wants people who can give amazing customer experience for every new product it makes. This is the current organizational culture of Biotech. However, the organizational culture of the new division might get influenced by the environment where it is situated. It is a unique experience for the company to launch its product in an Asian environment which is entirely different from the western world. No one can deny the fact that China is the new attractive market for the foreign investors in the current global culture. Launching its infant formula products in the Chinese market will be quite interesting for the Biotech.

The organizational culture is significant because it makes possible for the workforce to work effectively and comfortably. There is strong relationship between the organizational culture and the organizational effectiveness (Alvesson & Sveningsson, 2015). However, the culture in an organizational setting will be complicated when it is pluralistic, different and inconsistent (Sackmann, 1997). One of the reasons for culture complexities is the globalization where people from multiple backgrounds work for the same organization. At the same time, when an organization is practicing decentralization, it will face a lot of problems regarding cultural complexities. Same is the case with Biotech Inc. It is going to launch its product in an entirely different culture from all the previous cultures.Hence, the organization will have to consider new cultural aspects. The heterogeneity of the cultural background of the employees will be a potential source of issues for the Biotech. However, it can be a possible advantage for the organization as well. The Biotech is operating in an international environment. Therefore it will require to bring both the owners and collaborators into an intercultural situation so that it turns into a benefit instead of failure. The company should ensure an international culture in order to experience in a foreign land. At the same time, it is thought that a strong organizational culture can erase the impact of a national culture. These are some of the identified cultural complexities which the new Division of Biotech might face in China. There are possibilities that the current organizational culture which is practiced in other divisions might not be applied to the new environment in China. In order to exercise a customer-centered culture, the company will have to study the behavior of customers in China. At the same, the company will also have to recruit diversified employees in the company on foreign land.

Certainly, Biotech will have to hire local employees in the new setup for better performance. In this case, Biotech will have to rely on both options. It will employ some local nationals for the new management roles and also transfer a few of the management personnel to the new location. It might be difficult for local employees to understand organizational culture. With proper training and interaction with the old employees can help them to understand the new corporate culture. At the same time, these new appointees will also assist the workforce to understand the new environment. They will also help in understanding customer behavior in a new place. In order to be successful, the employees of Biotech need to respect the cultural values and traditions of these people. It is an excellent opportunity to build trust among people. The organizational culture can be strengthened by knowing the setting of the organization (Alvesson & Sveningsson, 2015). Moreover, it will have to adapt to the new environment. For that, it needs to transform its organizational cultural according to the requirements of the new place. There are certain things which are strictly practiced in Chinese culture and going against those might cause difficulties for the company to get adjusted in the new environment. For instance, slang language is strictly prohibited in China because ethical standards are above all for the Chinese people. In this case, the company will have to value those practices and provide such an environment within the organization where employees should follow those values with great care and respect. At the same time, they will need to be careful while dealing with the customers. Respect and honor are highly praised among Chinese people, in order to avoid conflicts among the management and employees company will create such an organizational culture where ethical standard and moral values will be highly preferred.

**Breakdown of Products and Services**

Under the new long-term planning, the current Business of Biotech is focusing on innovative and competitive beneficial ideas. At the same time, it also aims sustainability both for its profit and the environment. Biotech has CSR practices, according to which it produces the natural products for its own interests and even for the betterment of society. The natural products of the company connect it with its customers and make the company socially responsible. Moreover, the other commitments of the company also reflect that it is highly committed to its corporate social responsibilities.

Under the new project, Biotech is expanding its business by launching consumer-friendly products in China. The main focus of higher management is to produce infant formula products in the Chinese market. All the products linked to this project are processed through natural methods. The main products of Biotech infant formula are grass-fed cow milk, liquid, soy, and non-GMO products. All of the products under the infant formula are the environment and consumer friendly. The first product company will launch is grass-fed cow milk. After the market analysis, it is found that grass-fed cow milk is highly preferred by Chinese parents for their babies. It is much healthier as compared to the diet fed milk products. Moreover, the grass-fed cow milk gives healthy fat, i.e. Omega-3 fat, which is considered very healthy for the toddlers. It is one of the healthier products, and it fulfills both the mission and vision of the company. The objective of providing healthy and natural products is fulfilled by launching grass-fed cow milk.

At the same time, the other infant formula product; the non-GMO product is also pure and natural, there is no any scientific and genetic contribution in the production of it. The Biotech is highly concerned about the health and safety of its customers. It knows its social and environmental responsibilities as a corporate. All the ingredients used in the products will be natural. Further, for the satisfaction of its customers, Biotech will label the natural ingredients on the packages of the product. It is the primary goal of the company to contribute to assist everyone to live a healthy life by offering them natural products.

Now the company is focusing very sensitive and delicate consumers of age between 0-4 years, and the company will have to work with great care and responsibility. After a critical assessment, it is identified that grass-fed cow milk is beneficial for both the consumers and the company. It is economically suitable for the company to launch grass-fed cow milk as a primary product in China. It is highly demanded by the Chinese consumers so it will give a high-profit margin for the company. It is visible that the company has not diverted from its mission and vision. The products under the Infant formula project are aligning with the company's mission in terms of being sustainable, healthy and environmentally friendly.

Along with its customers, Biotech is also taking care of its employees by providing them with a flexible and friendly environment. All the ethical standards are maintained within the organization and employees have the right to participate in decision making which increases the motivation. In order to engage the employees, the company rewards the workforce for their performance. Although the products of Infant Formula are consumer friendly, the packaging is also eco-friendly. All packages are designed recyclable and reusable, using the green energy to develop those packages. Using recycled material for packaging will reduce land pollution and also minimize the production cost (Chick, 2017). However, the prices will be kept economical relatively to the average income of the Chinese people.

**Communication Plan**

A communication plan is also very important for delivering information regarding a new product or any initiative within a company. It is an essential tool to send a clear and specific message of the company that gives a measurable result (Torppa & Smith, 2011). The communication plan for Biotech's new project aims to deliver the message regarding the new products to the consumers, high officials of Biotech at headquarters, local government officials and the media representatives in China. The company is well aware that the English language is not a priority in China. Biotech needs to communicate with its consumers, and it wants to inform about its natural process products. Therefore, it will use a clear and easy method of communication so that the consumers will be able to understand easily. Multiple mediums can be used to communicate with the customers and other stakeholders of the company.

However, within the organization Biotech will use both mediums; English and Chinese as mediums of conversation. It is necessary to adopt both languages because local employees always prefer to speak the local language. At the same time, the recruitment process of the new employees only focuses on the required skills and analytical abilities of the employees. Therefore, the English language is not a priority. Yet, the training department in HR will arrange language programs for both of the languages. In addition, Biotech will use the latest technologies to stay connected with its employees. There are various mediums nowadays, and Biotech will go for efficient channels. The objective of communicating with its target audiences is to tell them about the environment-friendly product which is healthier to consume and economically affordable.

Moreover, the company can engage in through various channels. It can involve the electronic media for commercializing of the products. Community outreaches and Community events can also be helpful to interact with the consumers directly (Sanina, Balashov, Rubtcova & Satinsky 2017). On the other side, monthly newsletters and events will help to inform the workforce about the performance of the new project. Press releases and Press conferences will also give a positive message to the Chinese people before launching the product. In addition, the social site of the company like Facebook and Twitter will also inform about the activities of Biotech in China. For training processes, latest technology like videos, multimedia, and online screening will be used. New policies will be notified to the employees through text messages and emails.

Furthermore, employees will be kept motivated through weekly articles and blogs. Moreover, direct communication will also be preferred for the interaction of employees from different cultural backgrounds. Every employee will be kept updated any challenge or issue the company faces and ask for the feedbacks to engage the employees. At the same time, quarterly meeting using the internet facilities will keep the division connected with the headquarters.

**Conclusion**

In conclusion, Biotech is going to expand its products, and it is interested in infant formula products. The new target market is China, and it will be quite challenging for the company. At the same time, Biotech aims to help everyone live a healthy life by providing them the natural products, which are processed through all the possible natural methods. Under the infant formula project, it aims to enhance its business by introducing a natural product in the current market of China. A proper and well-organized plan is developed considering the current status of the company, including the organizational culture and structure. Moreover, it is also presenting an effective communication plan so that they clearly deliver their message and achieve its targets. At the same time, it will even describe the breakdown of products and services for the initial launch.

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