



## Proceedings of the Applied Management Conference

**Disclaimer:** Waikato Institute of Technology and Editor cannot be held responsible for errors or any consequences arising from the use of information contained in this proceedings journal; the views and opinions expressed do not necessarily reflect those of Waikato Institute of Technology and Editor.

**Copyright and Photocopying:** Copyright © 2018 Waikato Institute of Technology. All rights reserved. No part of this publication may be reproduced, stored or transmitted in any form or by any means without the prior permission in writing from the copyright holder.

**Editor:**

Adrian France, Waikato Institute of Technology

**Editorial office:**

Proceedings of the Applied Management Conference  
Waikato Institute of Technology  
Centre for Business, IT and Enterprise  
Private Bag 3036  
Waikato Mail Centre  
Hamilton 3240  
Email: [AMR@wintec.ac.nz](mailto:AMR@wintec.ac.nz)

**Aims and Scope:** *Proceedings of the Applied Management Conference* presents abstracts of the research papers presented at the Applied Management Conference at Waikato Institute of Technology.

**Topics include:**

- Managerial Finance
- Accounting
- Management Communication
- Strategic Management
- Marketing Management
- Retail Management
- Operations Management
- Human Resource Management
- Innovation and Entrepreneurship

**ISSN 2624-1315**



# Proceedings of the Applied Management Conference

---

December 2018 • VOLUME 1 • NO. 2

## Contents

The extent to which businesses in New Zealand are willing to pay carbon tax and other related mechanisms of carbon pricing.	1
Readability of PBE reporting	2
NZ charity: Building trust with donors through transparency.	3
Impact of new reporting requirements on local charity organisations in the Waikato	4
Job costing: An analysis of the construction industry	5
Retaining customer loyalty when moving to a new location: a case study on a small restaurant	6
Issues for charities applying the new requirements for financial reporting	7
Examining the implications of the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 on New Zealand accounting firms.	8
Strategic planning for small businesses	9
Creating better efficiency in Goods and Services Tax (GST)	10
Small business preference for software package	11
The importance of values and vision in a growing organisation	12
Developing a volunteer handbook template for an event	13
Effective procedures to attract and retain workers in tourism	14
Health cost inflation in New Zealand	15
Strategic Management Accounting	16
Corporate social responsibility: Exploring trends in social and environmental disclosure	17
Simultaneous value creation: An exploration of corporate sponsorship	18
Identify successful marketing communication strategy apply for a small hair salon	19
An insight into the experience of Waikato charities and their transition to the new charity reporting regime	20
Internal controls on charities in New Zealand: Challenges and solutions	21

<b>Investigating the factors that affect a company's competitiveness</b>	<b>22</b>
<b>Volunteer management at international events</b>	<b>23</b>
<b>Investigating the relationship between brand image and profitability</b>	<b>24</b>
<b>A study on Strategies for Growth and Sustainability</b>	<b>25</b>
<b>The issue of fatigue amongst employees working in the horticulture industry</b>	<b>26</b>
<b>Marketing strategies for petrol stations</b>	<b>27</b>
<b>Corporate social responsibility: Managers perception of CSR</b>	<b>28</b>
<b>Feasibility study of introducing a laser printing service</b>	<b>29</b>
<b>Impact of board directors on financial performance</b>	<b>30</b>
<b>Identifying strategies for strengthening market position</b>	<b>31</b>
<b>Increasing customers</b>	<b>32</b>
<b>Designing the balanced scorecard to improve student satisfaction in educational organisations</b>	<b>33</b>
<b>The impact of cloud accounting</b>	<b>34</b>
<b>Health and safety in an organisation</b>	<b>35</b>
<b>Marketing strategies a motel can use to compete</b>	<b>36</b>
<b>Motivation amongst employees</b>	<b>37</b>
<b>Improving inventory management systems</b>	<b>38</b>
<b>Fundraising</b>	<b>39</b>
<b>Marketing and branding strategies of the construction industry</b>	<b>40</b>
<b>Improving sales consistency</b>	<b>41</b>
<b>Enhancing the reach and impact of business awards</b>	<b>42</b>
<b>Operation efficiency based on quality and productivity</b>	<b>43</b>
<b>Financial technology in the automobile industry</b>	<b>44</b>
<b>Learning and development of staff in a small fast food restaurant</b>	<b>45</b>
<b>Increasing brand awareness with Facebook</b>	<b>46</b>
<b>Relationship between inventory management and demand forecast</b>	<b>47</b>
<b>Gaining a competitive advantage in the fast food industry</b>	<b>48</b>
<b>Better positioning through competitor analysis and enhancement of brand awareness on website</b>	<b>49</b>
<b>Contrasting the accounting difficulties of small to medium entities (SMEs) with large organisations</b>	<b>50</b>
<b>Facebook used as an active marketing channel to expand customer base at a restaurant</b>	<b>51</b>
<b>Strategies for an elderly care business</b>	<b>52</b>

<b>Operations efficiency of cleaning in a large corporate organisation</b>	<b>53</b>
<b>Daily operations management at a takeaway organisation</b>	<b>54</b>
<b>Effective fundraising strategy</b>	<b>55</b>
<b>Understanding customer satisfaction based on the way they evaluate service delivery</b>	<b>56</b>
<b>Business and activities to contrast the low season</b>	<b>57</b>
<b>Effective website for educational institution</b>	<b>58</b>
<b>How a Hamilton fast food restaurant can increase their brand awareness</b>	<b>59</b>
<b>Investigating different strategies for increasing sales and customer base</b>	<b>60</b>
<b>Maintaining customer service in a fast food outlet</b>	<b>61</b>
<b>Is online training effective in retail business?</b>	<b>62</b>
<b>Strategic positioning of supermarket</b>	<b>63</b>
<b>Marketing strategies to attract new customers</b>	<b>64</b>
<b>The management of sponsorship in a non-profit organisation</b>	<b>65</b>
<b>Importance of production planning and control in a restaurant</b>	<b>66</b>
<b>Strategies that can lead to increase of contracts</b>	<b>67</b>
<b>A competitor analysis</b>	<b>68</b>
<b>Analysing drivers of customer satisfaction</b>	<b>69</b>
<b>Gaining a competitive advantage in hospitality</b>	<b>70</b>
<b>Improving routine operation management</b>	<b>71</b>
<b>Health and safety in hospitality</b>	<b>72</b>
<b>Marketing strategy for a charitable trust</b>	<b>73</b>
<b>Internal control system in small businesses</b>	<b>74</b>
<b>Strategies for growth and sustainability</b>	<b>75</b>
<b>Managing floor and carpet cleaning in hospitality</b>	<b>76</b>
<b>Identifying and controlling risk</b>	<b>77</b>
<b>Challenges of the multicultural workforce which effect business growth and service</b>	<b>78</b>
<b>Strategic leadership</b>	<b>79</b>
<b>The impacts of the new financial reporting regime on charities</b>	<b>80</b>
<b>Impact of corporate social responsibility disclosures on financial performance</b>	<b>81</b>
<b>Inventory management in retail</b>	<b>82</b>
<b>Risk identification of events</b>	<b>83</b>
<b>Strategies adopted to create relative advantage</b>	<b>84</b>
<b>Financial planning</b>	<b>85</b>
<b>Evaluating strategies to increase sales performance</b>	<b>86</b>

<b>Strategic planning for a SME</b>	<b>87</b>
<b>The challenge of sustainability in small event enterprises</b>	<b>88</b>
<b>Improving operations efficiency</b>	<b>89</b>
<b>Major factors responsible for occupancy</b>	<b>90</b>
<b>Trust between service provider and customer in online environments</b>	<b>91</b>
<b>Developing competitive advantage for a restaurant</b>	<b>92</b>
<b>Marketing development strategies to attract domestic customers</b>	<b>93</b>
<b>Strategic growth through inventory management in a small and medium sized enterprise (SME)</b>	<b>94</b>
<b>Utilising LinkedIn as an effective marketing channel to engage with and attract potential customers</b>	<b>95</b>
<b>Future behaviour given New Zealand's smoke free future</b>	<b>96</b>
<b>Sales training</b>	<b>97</b>
<b>Waste management</b>	<b>98</b>

**The extent to which businesses in New Zealand are willing to pay carbon tax and other related mechanisms of carbon pricing.**

**Adharsh Gangadharan**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Ahmed Saleh**

Global climate change is the most critical environmental and economic problem that must be addressed. Failure to address the issue of climate change will result in catastrophic and irreversible damage to natural resources. Issues around climate change have been created by problems caused by industrial pollution and reckless deforestation for commercial gains. Therefore, corporations and businesses should be held accountable for damage they cause. The release of greenhouse gasses should be eliminated or reduced and one way to achieve this is by introducing carbon tax. The aim of this research is to determine the awareness and acceptance of carbon tax and carbon related pricing for businesses in New Zealand. This research included different businesses from different sectors to obtain generalisable results. Quantitative data was gathered from 15 businesses using a closed questionnaire. The data gathered by the survey were then analysed using a percentage approach. The research found that the businesses were aware of carbon tax and its importance. The majority of the businesses were prepared to incur extra carbon tax cost however, preferring the upstream method of taxation as they will be taxed based on quantum of emission. The literature and survey agree that revenue collected from carbon tax and related pricing should be used to fund research to reduce carbon emission and present carbon levels to the desired levels to protect the environment and ensure human existence.

## **Readability of PBE reporting**

**Amber Short**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Rudi Bosman**

The standardisation of Public Benefit Entities reporting has developed since 1992. Beneficial PBE reporting requires representations of position and performance, congruent with the Qualitative Characteristics of the conceptual framework. Non-regulation, optional adoption and sector-neutral standards led to issues of erroneous, complicated and misleading language in past reports. After calls for change, sector specific regulations and a tier system was introduced to address negative impacts on PBE reporting, and catering to different PBE types or users. This study aims to investigate if current reporting is meeting expected outcomes of regulation, specifically: *Has the 2015 adoption of sector-specific standards impacted the readability of New Zealand PBE's annual reports?* Data was collected by a convenience sample of PBE compliant annual reports and the corresponding sector-neutral report. These reports were converted, cleaned and measured for readability (by applying Flesch Reading Ease, Flesch Kincaid Grade Level and passive sentences measures). The resulting data was analysed with a Paired t-Test for a significant difference. FRE results indicated 93% of reports were tougher than 'slightly difficult to read'. Most reports indicated a difference of one point or more, 53% of reports improved, while, 33% of reports declined after implementing the PBE regulations. This study concludes sector specific standards have not resulted in a consistent, statistically significant, difference in PBE for any readability measures studied. The use of jargon and the lack of specificity in readability measures are possible limitations of this research. However, for PBE's to deliver efficient annual reports for users, further changes may be needed.

## **NZ charity: Building trust with donors through transparency.**

**Ana Nginingini**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Ahmed Saadeh**

Transparency is not as simple as just making organisational information available, as trustworthiness of charity practices would be evaluated by donors. This study explores the importance of transparency in building trust of donors in a New Zealand context. This study used a qualitative method in which data was collected primarily through a face to face interview with five charity donors in the Waikato region. The discussions focused on identifying the expectations of donors in regard to transparency, and how their assessments of transparency affect their donation decisions. Data collected during the interview was analysed using a thematic analysis approach. This study discovered that transparency is a trust-building tool based on honesty relationships. In addition, this study revealed that the more transparent a charity is about their weaknesses, the more trustworthy the charity is viewed to be by donors. However, even though the level of influence of transparency is high, the nature of the service provided by the charity is the key factor in finalising donor's donation decisions. This study concluded that donors are more interested in knowing that their money is making positive differences in the lives of the Waikato community rather than how their donation was used. Therefore, this study recommends more workshops on transparency to assist charities to provide quality reporting regarding outcome rather than output. This study also suggests more training on how to prepare financial reports, especially for charities with volunteer staff, as a basis to improve compliance and enhance greater transparency.



## **Impact of new reporting requirements on local charity organisations in the Waikato**

**Ashita Bhudia**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: John Gourdie**

Before the new reporting requirements came into effect in April 2015, charity organisations had no reporting requirements, and many charity organisations did not prepare financial statements. The aim of this research is to investigate the impact of the new reporting requirements on charity organisations. A qualitative research method in which semi-structured interviews of three charity organisations were carried was used for this research. Each organisation interviewed falls under a different tier according to the new reporting requirements. This will provide information on the impact of new reporting requirements for charity organisations which fall under different tiers. The results of the research are that the new reporting requirements have had some positive and negative impacts. They encourage transparency, provide marketing opportunity, produce difficulties in revenue recognition, and increase costs for charities. There is also a template issue. The findings are compatible with those of the literature review, for instance, that the new reporting requirements have encouraged transparency. Furthermore, charity organisations need more guidance and training regarding the new reporting requirements so that charity organisations can overcome the issues of revenue recognition and understanding the templates.

## **Job costing: An analysis of the construction industry**

**Student name: Blake Bottomley**

**Bachelor of Applied Management**

**Academic Supervisor: Rudi Bosman**

The construction industry in New Zealand is very large and shows no signs of slowing down in the near future. It is one of the largest contributors for employment growth. However, some of the largest construction companies are seeing huge losses and debts. This report sets out to find out why this is happening and will do so by analysing job costing methods and investigating variances of quoted and actual costs in the construction/painting industry. Many Potential Job Costing methods have been identified, but the best-suited options were the profit point analysis and micro costing methods. Another potential method to improve quoting would be to use a structured project learning approach. However, the answer may not lie within job costing but with the fact that material and labour prices are increasing yearly and will be different when jobs are quoted from when they are carried out. A survey was sent via email to 85 construction businesses. 10 viable responses were gathered back. A financial analysis was also carried out on 45 jobs gathered from a painting business known to the researcher. The financial analysis found there was an average variance of 5 %, with labour contributing 69% of this. When looking at jobs under \$5000 it was found the average variance was 19%, while jobs over \$5000 averaged 1% variance. The survey results found that average estimated variance for labour was 6% and materials were 1%. The researcher recommends using a structured learning approach. It is essential that construction businesses are aware of increasing material and labour costs. It is also evident that smaller jobs saw larger variances, therefore smaller jobs should be quoted as accurately as larger jobs.

# **Retaining customer loyalty when moving to a new location: A case study on a small restaurant**

**Bradley Ling**

**Graduate Diploma Applied Management: Sales and Marketing**

**Academic Supervisor: Deniss Yeung**

The restaurant was opened recently. Due to the reconstruction of the building, the owner is considering moving the restaurant to a new location. The research aims to discuss how location and other factors affect customer loyalty and how to retain customers when moving to a new location. To analyse and explain the aims, the researcher conducted an interview with the owner of the restaurant and used two questionnaires, one for the customers of the restaurant (30 sampling) and another for potential restaurant goers (30 sampling). The research method used a combination of quantitative and qualitative methods. The research is still under development and not yet complete, therefore only part of results and recommendations are illustrated. The restaurant has a relatively large group of loyal customers. Location plays only a small role in customer behaviour for choosing a restaurant. Accessibility, surroundings and affordability need to be considered when choosing location.

## **Issues for charities applying the new requirements for financial reporting**

**Cherry Bernal**

**Bachelor of Applied Management (Accounting)**

**Academic Supervisor: Rudi Bosman**

This research is to determine the issues that charities/non-profit organisations (charities/NPOs) have encountered when applying the new requirements for financial reporting introduced in 2015. Currently in New Zealand, there are 27,217 registered charities affected by these new requirements. This primary, semi-structured research uses a quantitative method and a convenience approach. Literature reviews were gathered and divided into seven themes, from which the questionnaire survey questions were developed. Nine charities/NPOs in New Zealand responded to the questionnaire survey with results showing 45% of respondents were under Tier 4; 33% for Tier 3 and 22% for Tier 2. Results further revealed that 67% of the respondents find the new requirements clear. The majority of respondents (56%) also indicated increased accounting costs as a result of applying new requirements for financial reporting. Also, 66% respondents indicated a need for staff training. Overall the new requirements for financial reporting have a positive side as they ensure that financial reports are standardised, comparable, readable, consistent, reliable, and transparent to users such as donors, benefactors, government agencies, businesses, funders, and stakeholders. Thus, the financial reports help in the decision-making of external users.

# **Examining the implications of the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 on New Zealand accounting firms**

**Jenna Evenbly**

**Bachelor of Applied Management**

**Academic Supervisor: Ahmed Saadeh**

Money laundering is the act of introducing illicitly gained funds into the economy to assist in concealing their origin. On October 1 2018, it became mandatory for most New Zealand accounting firms to comply with the Anti-Money Laundering and Countering Financing of Terrorism Act 2009. The purpose of this act is to help detect and deter money laundering within New Zealand. The AML/CFT Act creates additional requirements for accounting firms and has severe penalties for non-compliance. This led to the research question of ‘What are the implications of the AML/CFT Act 2009 on New Zealand Accounting firms?’ For this research, interviews were conducted with accounting firms to help identify the costs and implications associated with the AML/CFT requirements. The results revealed that despite the October 1 deadline, accounting firms are still implementing programs. The new requirements were unclear and underestimated by firms. Large money and time costs were reported by all the interview participants and they all feel that the new requirements are excessive. As the AML/CFT Act is still new, it would be beneficial to explore further research in the future that examines the actual impact of maintaining the AML/CFT programs.

## **Strategic planning for small businesses**

**Jiaxin Mai**

**Bachelor of Applied Management: Strategic Management**

**Academic Supervisor: Geoffrey Mather**

Enterprise strategic planning plays an important role and value in the sustainable and healthy development of enterprises, and it is a complex system engineering in the formulation and implementation of enterprise strategic planning. Since this small business does not have a fully mature strategic plan, it should be able to formulate a strategic plan more quickly by starting the strategic planning process now, thereby enhancing its chances of long-term success in its current Hamilton CBD position. To collect this lack of information, the researchers used a hybrid approach of interviewing business owners, employees, and customers. The data collected through interviews and surveys will be integrated into elevator pitch, SWOT, target market, industry analysis, competitive analysis and advantage, and marketing plan, which information should be included in a strategic plan. The conclusions refer to the 13 important factors that must be included in a strategic plan. Discussing what information has been collected, and what has not been collected, will be recommended and analyzed to illustrate these parts.

## **Creating greater efficiency in Goods and Services Tax (GST)**

**Kathy Figure**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Reza Yaghoubi**

This study aims to investigate how to create better efficiency in GST for a small painting business in the Waikato by enlightening and exploring the context of GST in the economy. This study uses secondary research in which the information is sourced from databases, using academic journals, published articles and then further multiple search engines which include government websites for discussion papers, legislation, and books. Re-occurring themes linking to the topic of creating greater efficiency in GST were identified. These then linked to the history and the future of GST. The themes were analysed further, leading to the conclusion that particular factors affect poor compliance and showing why compliance is important for GST registered businesses. The study recommends that in order to create better efficiency in GST at a small painting business in the Waikato, they should adopt the new government initiative that is aimed at reducing compliance costs and simplifying the way information is submitted. This will help to incorporate efficiency in GST into their administration, using their accounting software package. Further research into GST is recommended to keep the business up to date with compliance.

## **Small business preference for software package**

**Shuwen Li**

**Bachelor of Applied Management.**

**Academic Supervisor: Ahmed Saadeh**

Until late 2016, the majority of small business uses QuickBooks and Excel to do their accounting work. However, the functions of these accounting tools are insufficient, and also the demands of companies are increasing. It has become inefficient and antiquated to use the software. A small business looked for new accounting software, but found that choosing an accounting software system is not straightforward, as every software package consists of different functions for users. The aim of this research was to analyse small business' perceptions and preferences for accounting software systems in New Zealand. This is followed by an analysis of why users might want to replace their previous accounting software systems. In addition, the requirements for selecting accounting software were analysed. The main method used was qualitative research. Three people were interviewed regarding their the reason for replacing their previous accounting software system. The first interviewee had not changed their accounting software system previously, but their reason for replacing their current accounting software system was that their previous accounting software system lacked the functionality he wanted. The second interviewee said e she disliked that the system frequently crashed and that it lacked the features she wanted. The reason why the last interviewee changed her previous accounting software system was that MYOB system could not improve her work efficiency.



## **The importance of values and vision in a growing organisation**

**Loren Hickman-Mabin**

**Bachelor of Applied Management: Human Resources**

**Academic Supervisor: Jenni Murphy-Scanlon**

The organisation came to me stating that they were having problems with employee retention and quality control and they did not know what was causing it. They personally have strong visions and values, but were not sure if their employees were on the same page as they were, from a SWAT analysis. The values of an organisation are the behaviours that the employees of an organisation demonstrate, or are expected to demonstrate. This consists of what are perceived to be good or bad behaviours, or traits. Strong shared values lead to a strong culture and employee retention. Values that aren't shared are often frowned upon, and persons with different values can be looked down on or discriminated against. The vision of an organisation is the goals that the organisation wishes to achieve and which push the organisation forwards. This form's vision is expansion and becoming one of the best and most sought-after bakerys in New Zealand. Organisational growth breeds change. Poor management of change leads to unhappy staff and staff who don't understand the reasons for things happening and don't feel it is necessary. When an organisation grows, management become more detached from day to day activities. The research aim was to find how to make sure that an organisation has strong values and vision and how to maintain these throughout the growth of the organisation. Finalized results are not yet available. Questionnaires will be given to staff, interviews held with management, then observations held to assess staff. Recommendations include that change management plans and training process and tracking training be implemented.

## **Developing a volunteer handbook template for an event**

**Monique Riddell**

**Bachelor of Applied Management: Event Management**

**Academic Supervisor: Denise Harnett**

This event is a Christian music festival that takes place at Mystery Creek on Auckland Anniversary weekend (January). It attracts 5000+ attendees and 500+ of those attendees are volunteers. Volunteers play a large part of this event and getting information across clearly is very important. The aim of this research looks at developing a volunteer handbook template for an event. Mixed methods were used when collecting primary data (interviews and questionnaires). For secondary data the following themes were researched; volunteers/volunteer management, events/event management, music festivals, human resource volunteer management and volunteer handbooks/manuals. Tentative results have shown that while this event currently does have a handbook it needs updating and altering. It is important for this event to have a very thorough handbook as they don't have a volunteer coordinator so the handbook is used to distribute most of the knowledge. Tentative conclusions and recommendations: it was found in the research that a volunteer handbook is very important for any event and it is recommended that this event implements an updated volunteer handbook for 2019 and undertakes an evaluation after the event to see how it was received. It was also reiterated that a volunteer handbook can be in many forms and parts. It is recommended for this event that the Handbook would be in two parts, part A being the main general handbook and part B being the role specific handbook.

## **Effective procedures to attract and retain workers in tourism**

**Nerina Lupperts**

**Bachelor Applied Management: Human Resource Management**

**Academic Supervisor: Jenni Murphy-Scanlon**

The tourism industry is one of the world's largest service industries and a major player in the New Zealand economy. Despite the growing economy that tourism generates globally and brings into the country, there is a shortage of skilled personnel. The industry has difficulty attracting and retaining qualified staff. This research will explore an overview of tourism recruitment and effective procedures to attract and retain skilled seasonal workers in the organisation. The research also explored the use of skilled seasonal workers in the tourism industry in New Zealand. In recent years there is a common misconception that the tourism industry has under-skilled staff and a lack of vision regarding career pathways. From that standpoint, the industry often offers poor financial compensation. This research will explore an overview of tourism recruitment and effective procedures to attract and retain skilled seasonal workers in the organisation. The study is based on qualitative and quantitative analysis of six previous and current seasonal workers who have provided qualitative feedback on the questionnaire which was emailed and handed out to the participants. The positives and negatives and the reasons that these employees wanted to return or not are investigated. Results show that 60% of the participants will NOT return and at the same time indicate that wages and manager leadership skills are the reason. This research also highlights the importance of implementing retention strategies in the industry.

## **Health Cost Inflation in New Zealand**

**Nikki Walker**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Ahmed Saadeh**

A large personal injury insurance organisation was originally created to help fund work place injuries. Since then it has expanded into a “no fault non-optional personal injury protection insurance” scheme. The scheme is available to all New Zealanders, and any visitors to New Zealand. It is funded through the collection of several levies. The collection of these levies funds treatment costs, wage compensation, injury prevention programmes and more. As a person who works on the frontlines for this organisation, I field a lot of questions, in particular questions surrounding surcharges, and costs customers have had to pay to their treatment providers. This leads me to the research question, “Are customers of this organisation having a financial burden placed on them when receiving treatment?” I decided to look into three specific services and the contribution they receive from this organisation and charge to their customers, compared to the prices they charge for private consultations. This research was done only in the Waikato, and across three service types. It could be replicated with more services, and across other cities or countries. The research currently indicates that GPs seem to be charging this organisation’s customers a fair amount compared to private visits, whereas physiotherapists and radiologists are not.

## **Strategic management accounting**

**Ratu Gaunavou**

**Bachelor of Applied Management**

**Academic Supervisor: Ahmed Saadeh**

The concept of strategic management accounting (SMA) was brought about by criticism by stakeholders. The criticism came about as a result of management accounting r being too internally fixated. Being a relatively new concept, SMA lacks a conceptual framework. Literature describes SMA as a general approach interfacing management accounting and marketing management. Techniques considered under SMA include propositions of numerous management accounting techniques having a 'strategic' focus. The most convincing development within SMA studies that exemplifies the conceptualisation of SMA is attribute costing. This research aims to examine the extent of strategic management accounting practices used by a family timber company in a Waikato regional town. It also aims to examine the impact of these techniques on the performance of the company. Three individuals who hold very important positions in the company were interviewed and an analysis of company records (e.g. business plan) were conducted. Because of the significant growth experienced by the company in the last 10 years and considering the longevity of the company, it is expected that the company will be practicing some form of SMA. Interim results suggest that a relatively fair amount of SMA has been practiced. Realising the improvements made by the company through the uses of these practices may close the gap that exists in the area of SMA.

## **Corporate social responsibility: Exploring trends in social and environmental disclosure**

**Sarah Cable**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: Ahmed Saadeh**

With the increasing pressure placed on organisations by their stakeholders to accept responsibility for social and environmental impacts, corporate social reporting (CSR) is becoming increasingly important. In aiming to explore trends in CSR, and motivations behind the issuing of CSR reports by New Zealand companies, content analysis was first used to review annual reports and stand-alone corporate social responsibility reports produced by the top ten organisations listed on the New Zealand Stock Exchange (NZX). The content analysis aimed to identify any patterns and trends in the volume of disclosure during the 2013 to 2017 period. Additionally, environmental managers or staff concerned with CSR within organisations listed on the NZX were interviewed with the purpose of finding out what motivates them to report on social and environmental matters and how they decide the topics to report on. The study identified that there had been an increase in the level of reporting during the 2013 – 2017 period. The findings of this study highlight that CSR is motivated by key stakeholders, namely employees, institutional investors and shareholders. Risk management and protection of the business brand and image are also key motivations for CSR. Finally, organisations use a variety of methods to produce reports, including the use of standards, guidelines and risk assessments to set some clear goals and targets to report on. The researcher recommends that the study be carried out in the future with a wider scope to monitor the state of CSR reporting in New Zealand.

## **Simultaneous value creation: An exploration of corporate sponsorship**

**Siqi Wang**

**Bachelor of Applied Management: Event Management**

**Academic Supervisor: Persephone de Magdalene**

An organisation often holds short-term events for students, to serve as a direct bridge between students and the local environment. In order to maintain an affordable and high level of assistance to Chinese students at a regional polytechnic, as a non-profit organisation, the Student Association needs corporate sponsors to subsidise its events. This study aims to explore how simultaneous value is created between the Student Association and its corporate event sponsors. To answer this research question, qualitative research has been used in order to obtain in-depth data of personal understanding, experiences and opinions. Two Student Association members and two corporate sponsors were interviewed. This study found that the Student Association distinguishes different levels of sponsorship according to the form of sponsorship, and then Student Association gives different value returns to different levels of sponsorship.

## **Identify successful marketing communication strategies that apply to a small hair salon**

**Siu Lam**

**Bachelor of Applied Management: Sales and Marketing**

**Project supervisor: Deniss Yeung**

A selected organisation provides hair dressing services and hair products to customers. The aim of this report is to analyse how the small hair salon could improve their marketing communication strategies in order to attract more customers and enhance the relationship between customers and the organisation. The approach to collecting information was to use a questionnaire with 50 participants, to gather primary information and to conduct a secondary research study. The result of this research was to decide that the role of a successful marketing communication strategy is to attract the customer to consume. In order to make the marketing communication strategy successful, it needs to choose a suitable channel that enables it to connect with the customer. New media is an effective channel that can promote the business to the customer and interact with them. New media is also suitable for a small business to use. A recommendation for the organisation is they create their own website page, Facebook page, YouTube video and WeChat group to promote themselves and interact with customers. Those channels are popular in New Zealand, with a high number of active users. Most the organisation customers like to use those channels too, so if the organisation applies those channels to their marketing communication strategy they will be able to attract customers and persuade them to consume more products.



## **An insight into the experience of Waikato charities and their transition to the new charity reporting regime**

**Te Aurere Edwards**

**Bachelor of Applied Management: Accounting**

**Academic Supervisor: John Gourdie**

Prior to 2015, there were no requirements for charities in New Zealand to produce financial reports. Prospects and evidence of poor accounting eventually led to vast criticism and debates as to the lack of standards that demanded accountability and transparency. Because the sector's primary survival is dependent on public trust and confidence, proposed changes resulted in a statutory reform in New Zealand and the introduction of new accounting and auditing standards. This study aims to explore the impact that the new accounting and auditing standards have had on charities in the Waikato region. This research intends to answer the following question: "How have the new financial reporting standards impacted on charities in the Waikato region?" Three semi-structured interviews were conducted on treasurers of three Waikato charities to answer this question. These charities were from different tier levels; Tier 2, tier 3, and tier 4. Qualitative data was collected from these interviews and analysed using a narrative approach. This study found that all charities who participated were impacted to varying degrees. The charities who had complied experienced to some degree an increase in accounting and/or auditing cost. In regards to accountability and reporting, the study found that the knowledge and expertise of the preparer of the financial reports is the main factor which contributes to the compliance of the charities and the impact that they experience. The changes were found to be more onerous and demanding for the smaller charities, especially those reliant on volunteers.

## **Internal controls on charities in New Zealand: Challenges and solutions**

**Tingwen Deng**

**Bachelor of Applied Management: Accounting**

**Academic supervisor: Ahmed Saadeh**

Charities and the non-for-profit sector play an important role in New Zealand's economy. However, several charity scandals in the last two decades have affected potential donors and their trust in New Zealand's charities. Consequently, charities need to adapt their ability to afford structural and strict internal control environment by improving internal controls. This research aims to evaluate internal controls in charities in New Zealand and explore the challenges in implementing them. This research also recommends internal control strategies and solutions that can be adapted to the particular needs and requirements of charities. This research uses qualitative methods, in which data collected from previous BDO fraud surveys and in-depth interviews from five charity staff members is used to analyse results. This research found that small charities in New Zealand lack internal controls, which may cause fraud losses to their organisations. It also found four challenges that charities face in implementing internal controls in New Zealand: financial difficulties, technological difficulties, lack of staff, and specific accounting knowledge. To solve these challenges, this research recommends some strategies and solutions that are practical and efficient for charities to prevent fraud, such as control review, code of conduct, risk assessment, and monitoring processes. The researcher recommends charities should choose the control practice that is the best match to develop their organisation's objectives.

## **Investigating the factors that affect a company's competitiveness**

**Xiaodong Tang**

**Bachelor of Applied Management: Sales and Marketing**

**Academic Supervisor: Dhammika Silva**

With the increase of population in New Zealand, the number of houses is increasing. However, for the a small flooring business, this trend has not increased its sales of carpet. The purpose of this survey is to understand factors affecting the competitiveness of small carpet enterprises in New Zealand, so as to help them improve their competitiveness. This research adopted a paper questionnaire containing 15 closed questions concentrated on eight aspects of the carpet company: price, quality, installation service, after sales service, product, promotion, brand, and language. The participants were 60 existing or potential customers of the company, chosen by convenience sampling. The results of this research, achieved by manual calculation, indicated the participants' evaluation, preference and expectation of the related aspects of the company. Most of the participants were satisfied with the carpet quality, installation service, and after sale service. However, participants seem not satisfied or expected changes in terms of price, promotion and language.

## **Volunteer management at international events**

**Yanxuan Sha**

**Bachelor of Applied Management: Event Management**

**Academic Supervisor: Jan Robertson**

Volunteer management at international events is an important topic to research. The Rugby World Cup 2011 (RWC2011) has been chosen as a typical case to study. RWC 2011 was the biggest sporting event in New Zealand until now, and held in different regions in New Zealand. This report collects a large amount of information about volunteer management: volunteer recruitment, volunteer training, volunteer motivation and satisfaction, and volunteer recognition, as well as specific measures from these four aspects of RWC 2011. The purpose of this report is to investigate what processes are put in place to manage volunteers at international events. The researcher accomplished data information collection from interviews from volunteers and volunteer managers from these two groups. Interview questions developed through focusing on those four aspects of volunteer management. Two group interviewees provided two different levels of information, one from volunteers, and another from management. Four different suggestions on different aspects are made by the researcher to help managers build better volunteer management at international events.

## **Investigating the relationship between brand image and profitability**

**Ziyue Li**

**Bachelor of Applied Management: Event Management**

**Academic Supervisor: Ogechi Okoro**

The aim of the research is to investigate the relationship between brand image and profitability in the case of a cosmetics and skincare store. This research focuses on what effect brand image can have on a store's economic income, from three aspects. A qualitative method was used to gain information, A questionnaire is the most important research form in this research project. Brand image is an external manifestation of enterprise spiritual culture; the intangible assets of an enterprise, so the store should establish a high degree of brand image. Based on the research result, brand image could be enhanced by strengthening brand management, optimising brand design and attaching importance to product and service quality.

## **A study on strategies for growth and sustainability**

**Abhilash Sebastian**

**Jishnu Raghu**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Dhammika Silva**

This project studies the strategies for growth and diversification of an organisation to help them to withstand competition in the market in which they operate. Areas of research developed are based on various problems such as sales promotion, employee motivation, financial requirements and competition within the market. The organisation lacks sales promotional activities due to lack of investment in sales and marketing. We conducted a situational analysis. A qualitative method was used for data collection with a set of interview questions. The basis of our study was that we found that the organisation could improve their sales by concentrating on digital marketing as well as direct marketing. The organisation could appoint more salespersons to conduct door-knocking in different regions to develop their direct marketing activities. Providing training and motivation to staff would help to improve their efficiency and skills. They could appoint a more experienced employee to make an efficient team. We also found that entering new markets would help the organisation to increase their profit and competitiveness in the market in which they operate. This can be achieved by opening a new unit outside the Waikato region. The organisation can also maximize the alliance with other organisations to provide complete home heating and insulation solution for their customers.

.

## **The issue of fatigue amongst employees working in the horticulture industry**

**Ajay Ajay**

**Graduate Diploma in Human Resource Management**

**Academic Supervisor: Beverly Taylor**

Fatigue is a major health and safety issue in the horticulture industry. The success of any kind of organisation lies in the overall performance and productivity of employees. The better the physical and mental condition of the employees, the better will be their involvement with the organisation and the greater will be their productivity levels. However, it has been found that huge workload and physical activities can influence the physical as well as the mental health of employees. Since the horticulture industry involves a large amount of physical activity, it has been found that fatigue is the major issue observed in employees. The aim of this research project was to study the issue of fatigue in employees working in horticulture and the reasons behind this. To achieve this aim, the research has used qualitative observation research methodology farm employees were closely monitored and observed for any kind of behavioural variations. The overall observation of the employees demonstrated that the main reasons behind occurrence of fatigue included extended hours of work, working in different shifts, working in double shifts, or studying. To overcome these issues, it is recommended that autonomy should be provided to the employees, the effective work-life balance should be maintained, and there must be effective and two-way communication between management and employees.

## **Marketing strategies for petrol stations**

**Akhil Rawal**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Brent Wood**

This study is based on a big organisation which deals in fuel, gas bottles, lubricants, oils and other general use products. The organisation has many stations spread throughout New Zealand. Marketing strategy is a key element for the success of an organisation. Through their advertising system execution firms utilize rare assets through showcasing capacities, keeping in mind the end goal which is to achieve their set objectives and targets. The aim of this study is to learn how to improve marketing strategies for a leading petrol station in New Zealand. It is also stated in the study in which areas the organisation is behind others, and how can it improve. Both quantitative and qualitative methods are used for the research. The manager of a leading petrol station was interviewed with a series of questions. The study showed that the petrol station used coffee machines that were basic and automatic. The petrol station does not have ultra premium fuel. It provides forecourt service to every customer. It is recommended that the company should end its present contract and do its own branding. The organisation should also offer barista style coffee, provide forecourt service only to those who need it, and launch ultra premium fuel.



## **Corporate social responsibility: Managers perception of CSR**

**Alka Alka**

**Graduate Diploma in Accounting**

**Academic Supervisor: Sharon Manasseh**

Corporate social responsibility (CSR) is a self-regulating model of business which helps organisations to be socially accountable. This research report on CSR is based on journals and articles, and aimed at demonstrating the importance of CSR and investigating the perception of managers towards the concept of CSR. The research study identifies the value which managers and higher authorities have given to the maintenance of corporate social responsibility in an organisation. The scope of the study places an emphasis on implementation technique and the way in which CSR practices can be accommodated within the business model. This study defines various levels of the CSR practice used by the managers of an organisation and shows how they benefit from it. The levels of CSR practice help the managers to run business with societal, ethical and economic responsibilities. It also explains the relationship between CSR practice and its outcomes. The literature of CSR, which includes the policies of CSR and some of the internal and external factors affecting CSR, is discussed. The study figures out the problems related to CSR and defines its effectiveness on business. This research work clarifies the impact of CSR on business policies and also the effectiveness of CSR on the social environment. The data collection method used for this study was a questionnaire. The feedback of the questionnaires is still in progress with the organisations and soon the results should be updated to the research study.

## **Feasibility study of introducing a laser printing service**

**Amandeep Singh**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Dhammika Silva**

Continuous evolvement is a key to maximizing profits for any business. Adding extra mileage to business requires the introduction of new products and services into the market. Development of services requires rigorous research which includes internal and external environment scanning and requires a feasibility study. Thus, the purpose of this research report is to study the feasibility of introducing a laser printing service. The feasibility report studies various factors, in particular the internal factors that affects the functioning of the business, and the external factors, including factors such as government policies, technological changes and social factors. The feasibility report also attempts to study financial requirements and business requirements such as the machinery requirements, technology and space. Based on the aim of the research, a desk research was conducted to study the feasibility of introducing the service of laser printing. After a detailed study it was found that there are four predominant reasons that back the success of introducing this new service. The location, which plays an important role for any business, brand value, a while-you-wait option , and the option of getting favourite designs printed on coffee mugs or T shirts.

## **Impact of board directors on financial performance**

**Amandeep Aulakh**

**Graduate Diploma of Accounting**

**Academic Supervisor: Huthaifa Al Hazaima**

This study examines the impact of boards of directors on corporate financial performance. The aim of the research is to explore the relationship between the number of people on the board of directors and corporate financial performance. . Five retailer companies operating in New Zealand were selected. Regression analysis was used to explore the relationship between size of the board (independent variable) and the average share price (dependent variable). A quantitative approach was adopted for this study. Findings revealed that there is a positive association between the board size and the corporate financial performance. The study suggests that small board size should be encouraged, and the composition of independent directors should be sustained and improved upon to enhance corporate financial performance. The board of directors plays a vital role influencing the firm's strategy and to authorise decision making.

## **Identifying strategies for strengthening market position**

**Amanjeet Singh**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Jannat Maqbool**

This research aims to comprehend how an organisation operates its business and to identify the strategies adopted by it to strengthen its position in the market. The research starts with the background of the restaurant, which is followed by an internal and external analysis of the business to better understand its business environment. This includes SWOT analysis, PESTLE analysis, and an understanding of the competition. Then the scope of the research is mentioned, and further explained in the literature review. The areas covered in the literature review include interior design, competitive advantage, analysis of customer base and satisfaction, human resources and expansion strategies. Then the methods used to conduct the research are discussed. Both quantitative and qualitative methods were used for this research. Then the results obtained, and observations made from conducting the interview and questionnaire are covered. A complete detailed analysis of the results is included in the discussion. The results section primarily highlights the most likable factor about the restaurant and its position in the market. Conclusions are drawn and recommendations made for the organisation to increase their sales are provided on the basis of the results obtained. It has been observed that the organisation faces stiff competition and needs to take measures to improve its market position.

## **Increasing customers**

**Anmol Tirkey**

**Graduate Diploma of Strategic Management**

**Academic Supervisor: Geoffrey Mather**

The purpose of this research is to increase customers. To investigate the reasons for the lack of customers, surveys from consumers, interviews from an organisation owner and observation of competitors to understand the situation were carried out. Customer expectation, the satisfaction of customers, reputation, trust and keeping commitment are studied variables. How to increase customer acquisition and getting clarity in work will be done by undertaking this research. Successful ways of getting more customers include improving the reputation of the organisation, improving the satisfaction of customers and building trust in consumers.

## **Designing the balanced scorecard to improve student satisfaction in educational organisations**

**Aparna Badwe**

**Graduate Diploma in Accounting**

**Academic Supervisor: Rudi Bosman**

Student satisfaction is the top priority of educational institutions. The focus of this research is designing and implementing a balanced scorecard for educational institutes. Kaplan and Norton developed the concept of a balanced scorecard framework. This framework is broadly applied by both profit and non-profit institutions. Higher educational organisations are under a continuous burden to gather as many students as they can. In this competitive market, there are a lot of factors which contribute to the selection of the institute where students want to study. This research aims to analyse the trends of students and factors which contribute to student selection of an institute. This framework will be utilised to investigate student satisfaction which will contribute to strategic planning and improving performance. The method used in this research was interviews with pupils, which were used to measure their satisfaction, views, and opinions. There is an overall good level of student satisfaction. There are some areas which need attention and suggestions from students can help improve performance. Results derived can also be used for future strategic planning and help in management decisions, and further modification of the frameworks will definitively contribute to a high level of performance and better student satisfaction.

## **The impact of cloud accounting**

**Bhaviya Kukreja**

**Graduate Diploma of Accounting**

**Academic Supervisor: Rudi Bosman**

The accounting industry has experienced a substantial transformation from manual bookkeeping of ledgers and trial balances to advanced accounting software. Many accounting firms, though, use accounting software with standalone packages which do not support the web. As a result, accounting firms demanded integrated software which could manage overall business management system. Accounting firms rely on software advancements in technology and specialised accounting software that can help financial activities like accounts, administrative tasks, payroll, tax and sales systems with fewer complexities. Real time information gave rise to the demand for accounting services which have higher accessibility of cloud-based software applications. The adoption of cloud accounting applications for accounting firms at accelerating speed leads to the question of considering the impact of cloud accounting software which has effects on the operational expenses of accounting firms. This research examines what encourages small accounting firms to grasp cloud accounting. The qualitative method of collecting data of small accounting firms was done through the distribution of questionnaires that use cloud accounting software. Findings from this research were used to understand the impact of employee training and IT costs which firms face by implementing cloud based accounting. The firms in this research have majorly agreed that they experienced overall increase in their operational costs. As a result, organisational efficiency was also increased. The recommendations provided by the researchers point to a similar study to find out the impact of profitability on firms from implementing cloud software and suggest to firms how to use cloud software to expand their client base.

## **Health and safety in an organisation**

**Chirag Sharma**

**Graduate Diploma of Human Resource Management**

**Academic Supervisor: Brent Wood**

Health and Safety of employees are of utmost importance for the performance of both the employees and the organisation. The main aim of this research project is to study the health and safety issues existing within an organisation. Qualitative observation methodology was adopted for gathering relevant and appropriate information. Under this method, self-knowledge was implemented and observation of the workplace conducted to identify different issues that can influence the health and safety of workers and the consumers which the organisation serves. Failure to wear personal protective equipment like gloves, shoes, cap, eyeglasses; failure to follow hygiene practices, for instance, leaving the sauce bottle open, are observed to be different issues. Based on these results, it is recommended that the organisation develops a sound health and safety policy, provides proper training to the staff, implements health-related work policies, monitors the practices adopted by the employees, and provides personal protective equipment to employees.



## **Marketing strategies a motel can use to compete**

**Daniel Peter**

**Graduate Diploma of Sales and Marketing**

**Academic Supervisor: Brent Wood**

The aim in this study is to find out what marketing strategies can be used to compete in the motel industry. Interviews were conducted with the manager of a motel. Data was also collected from five other hotels and motels through online booking channels such as Booking.com, Expedia and Agoda. The results show that different strategies are used, such as changing prices daily, use of golf packages for branding, linking with local restaurants. Recommendations for the motel are that they increase customer satisfaction, reviews online content, and use social media as a powerful tool to link with the customer. The introduction of a mobile app for better and easy service for guests is a recommendation.

## **Motivation amongst employees**

**Deepak Sharma**

**Graduate Diploma of Human Resource Management**

**Academic Supervisor: Jenni Murphy-Scanlon**

Farm jobs are more labour intensive and prone to adverse events due to changing weather conditions, which make it a physically challenging job. Intensive physical activities, long working hours, changing shift schedules, and working in adverse conditions are some of the factors that influence workers not only physically but also mentally, which in return leads to low levels of motivation in them. The main purpose of this research project is to evaluate the issue of lack of motivation amongst employees working on a farm. For attainment of this purpose, this research has used qualitative observation method in which all the employees have been closely observed to analyse the changes in their overall performance level and motivation to perform work under different circumstances. The overall analysis of the observed data demonstrated that the main reasons for lack of motivation observed amongst the employees consist of lack of management support, no rewards or recognition, working in different shifts, and lack of flexibility in working hours.

## **Improving inventory management systems**

**Dipesh Gautam**

**Graduate Diploma of Accounting**

**Academic Supervisor: Huthaifa Al Hazaima**

Inventory management is an important part of operations management of any organisation. Maintaining a balanced condition in the inventory operations, maintaining the efficiency of all systems as well as minimizing all losses, is a difficult process. The organisation involved in this research deals in retail convenience of dairy products and it is unable to produce detailed reports regarding economic conditions of the market due to its outdated accounting systems. The aim of the research is to study the issues of improper and outdated inventory record systems, accounting systems and inventory tracking systems in order to develop solutions to upgrade them. The research will also help to upgrade the weak cost saving system of the company along with solving the problem of time delays due to the location of its warehouses. Theory of just-in-time inventory theory, economic order theory, and economic production theory have been applied in this study. The major objective for application of these theories is to stabilise inventory management system along with the systems regarding cost analysis. Participants were specifically chosen for data collection method and the process was carried out ethically. The results exclusively pointed out the requirement of new technologies to digitalize the system and upgrade the current cost analysis system. Therefore, the research concluded that with incorporation of skilled staff and high-tech systems to manage organisational resources, the organisation can achieve a better inventory management system and minimise excessive expense.

## **Fundraising**

**Fangping Deng**

**Graduate Diploma of Sales and Marketing**

**Academic Supervisor: Deniss Yeung**

This report is based on a real fundraising project which is organised by three New Zealanders to raise one million dollars funding for a new building, more beds and facilities, for a nonprofit organisation. The team plans to get donations from famous and huge charitable organisations around the world. This research tries to figure out the characteristics of donors who are willing to sponsor an overseas organisation, and to find out what motivates them to react. A literature review is undertaken, followed by research results and analysis. The research shows the philanthropy group work at the preparation stage, and gives the marketers some new ideas to encourage individual people and big companies to give gifts.

## **Marketing and branding strategies of the construction industry**

**Farhia Afsana**

**Graduate Diploma of Sales and Marketing**

**Academic Supervisor: Brent Wood**

Nowadays the construction business is one of the most developed businesses in New Zealand, while competition has increased in the same field. As a result, it has become essential to have good strategies which can help one company to be different from other companies. Among different strategies, marketing and branding strategies are most significant for the success of any business. This project has the aim of finding different marketing and branding strategies that are used by the construction company and showing different steps, which can be helpful for making it more unique and to attract more customers. Qualitative research method has been applied in which primary and secondary research has been conducted. In primary research, an interview has been carried out with one participant and in secondary research, various web searches have been done to find out the importance of social media as a marketing strategy. How customer service, website, brand awareness can be helpful for branding strategies has been discussed. As a result, it was concluded that social media can be the most helpful way of advertising and increasing the number of customers. Again, for making a successful brand, customer service is very significant and website, logo, etc., as well play the same role. After analyzing the results of primary and secondary research, various recommendations have been given such as increasing website visitors, upgrading the website, increasing the use of social media and having a budget for both strategies.

## **Improving sales consistency**

**Fibin Basil**

**Graduate Diploma of Retail Management**

**Academic Supervisor: Daniel Hopper**

This research is done in order to find a feasible solution to improve sales consistency at a luxury goods store which has fluctuating demand throughout the year. This research is applicable to various stores. Mixed method research has been used in the form of surveys with a sample size of 80, and staff interviews with the assistant manager of the store. On the preliminary research it is clear that people choose to buy jewellery on special occasions and depending on discounts. The sale of jewellery is largely related to the mindset of people towards use of jewellery. A promotion strategy with related steps is to be implemented.

## **Enhancing the reach and impact of business awards**

**Francisca De Brito**

**Graduate Diploma in Event Management**

**Academic Supervisor: Persephone De Magdalene**

This research project focuses on a business award event. A potentially wasted opportunity occurs from not receiving feedback from those attending the business award event. The aim of this research is to explore opportunities for improvements to the management and applicant processes for entrants. This research project uses a combination of qualitative and quantitative research methods to collect data and provide ideas and recommendations in support of the established research aim. First, quantitative data provide a macro view of the awards website and its applicants. These data were analysed and provide categories and applications, users by status, and registers to establish the topics to collect data from online surveys answered by participants in the awards, to measure attitudes, behaviours and other variables of their entry. Secondly, qualitative data was collected from the online surveys, which also included a free text box in answer questions in order to gather information about their perspective of the business awards. The research is not yet completed as responses are still being gathered. Preliminaries results from the awards website show entrants at the awards are currently active members. The organisation should encourage and use more resources to make the awards more visible to non-members.

## **Operation efficiency based on quality and productivity**

**Gargy Solanki**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Clark Luo**

This research project is purely focused on the operation efficiency-based productivity of a famous fast food company of New Zealand which faces lot of difficulties in its business for its lack of efficiency in consistent product quality. The aim of this study is to measure and understand the operational efficiency. For conduction of this research, the researcher has focused on consistent quality and productivity. For the research work the researcher has chosen the qualitative research (interview) method; for this, three employees, the operational manager and the marketing manager of the company were selected. Some discussions were also made for improvement of business. This study can also help to analyze various models such as the Just in time model, lean manufacturing model applications which leads to improvements in productivity as well as in operation efficiency. The importance and challenges of operational efficiency are also discussed for better understanding of operational efficiency. The qualitative primary method was chosen by the researcher to collect proper information from the sources. The research outcome was overall satisfactory. The Lean Manufacturing model is used to minimize waste and optimize resources. Additionally, manpower presence is also satisfied. Looking onwards, the researcher has made the recommendation that they implement some approaches including the information retrieval model and use the two bin system model for providing top notch service in the current competitive business environment. The study makes various suggestions for management including strategies to gain more operational efficiency.



## **Financial technology in the automobile industry**

**Gokul Kumar**

**Graduate Diploma in Accounting**

**Academic Supervisor: Jannat Maqbool**

This research targets financial technology in the automobile industry. It is a prediction technology to be used in future for money transferring techniques. The aim of the research is to notify “how the blockchain is planned to make the transactions secure and reduce the transactional costs.” Observing the participants’ opinions, the research will summarise their effectiveness based on current financial methods. To change this lack of information, the researcher proposes to conduct a case study on a small business. Using a mixture of interviews and participant observation, the researcher intends to ascertain whether the most effective implementation methodology was used to implement block chain technology into the small automobile business. To clarify further, investigation into why it was done this particular way and the ramifications of that choice will be conducted. The results from the interviews will be analysed in correlation with planning and preparation, implementation and integration of the new system, training, customer expectations and changes in management. The objective of the research is to analysis the current strategy used by the automobile dealers in New Zealand for their business and the procedures they use for online transactions. Introducing blockchain technology in the automobile industry will help the business to be more efficient and effective and it will lead to centralization of car dealers and customers in New Zealand under one head.

## **Learning and development of staff in a small fast food restaurant**

**Gurjit Kaur**

**Graduate Diploma in Human Resource Management**

**Academic Supervisor: Beverly Taylor**

The research of this small food business reveals how quality customer service can be improved by introducing various learning and development methods for their employees. The aim of the research is to identify suitable and applicable learning opportunities which will help employees to improve their skills, knowledge, and capabilities in effective customer service, safe food handling skills and health and safety training. Qualitative method is used in the research in which the data is collected by using the observations. In observations, primary data is collected by the experiential research at the workplace and secondary data is collected by benchmarking different methods of training and development of same size or type of businesses accessible from online resources. Secondary data in the literature review explain the importance, need, and benefits of training and development programmes for fast food employees. The key results reveal that various factors noticed in the research are helpful in clearly defining the quality of customer service to the staff. It can be analysed from the results how important it is to provide learning and development opportunities in terms of quality customer service as well as to comply with the law and legislation to maintain food safety standards in the restaurant. The research recommends that online training, on the job training, job rotation and mentoring programmes all contribute to enhancing customer service skills. It makes the staff more productive and committed to the organisation to pass better quality service to the customers.

## **Increasing brand awareness with Facebook**

**Han Bao**

**Graduate Diploma in Sales and Marketing**

**Supervisor: Deniss Yeung**

Social media has been used in many companies in recent years, because it is an effective method of interacting with customers. Facebook, as a social media platform, is quite popular in New Zealand. This report has investigated the value of using Facebook in small business and analysed whether Facebook can help businesses increase brand awareness and maintain closed relationships with customers. It has used a quantitative method of research, and questionnaires were handed out randomly to 32 Asian customers. The results have shown that few customers use the social media of this small business. Moreover, some customers believed Facebook is necessary, but some do not think so. Those who thought Facebook is necessary, were hoping that the menu and promotional activities would be put on a Facebook page. Finally, this report has also provided some recommendations for this small business, future researchers and other small businesses regarding the use of social media. This small business should put more emphasis on establishing and developing social media to meet customers' demands. Future researchers could focus on trying to create a Facebook page in practise and how social media could bring more convenience for customers.

## **Relationship between inventory management and demand forecast**

**Harman Toor**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Clark Luo**

The study aims to achieve balance between inventory management and demand forecast to regulate operations effectively and efficiently at a franchise of retail grocery store. The study uses the qualitative research to obtain better results through interviews from resources to analyse the research properly. The main agenda of this research is to control inventory satisfactorily and recommend policies and plans to overcome problems and errors. The study found that there is lack of system running for proper management of inventory and demand forecasting. Lack of these systems affect the business badly by lowering sales revenue and reducing franchise goodwill. The study recommends that there should be an effective model and systems introduced in the operations to curb problems like being out of stock and holding excessive stock, which lead to more cost to the business. Best models for this store could be the just-in-time and the moving-average model. Introducing the systems could help the business to run effectively, but follow-up is the significant factor in applying new systems in any organisation. Developed processes and criteria should be used in implementing these models. Regular checking should be done to see the working of systems.

## **Gaining a competitive advantage in the fast food industry**

**Harmanjit Kaur**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Adrian France**

A small business provides food delivery of pizzas in a highly competitive market. The aim of this investigation is to analyse the competitors in fast food businesses and identify the competitive advantage. The external environment will be critically analysed through studying the competitive situations in the market and what strategies are used by competitors at present in the fast food industry. The second aspect relates to identifying how the organisation provides better products and services to take full advantage of relevant skills and resources in the business. This aim can be achieved by answering these questions, namely: what strategies can be used by the competitors to attract more customers in the fast food industry, and how can this takeaway offer different products and services that will help it to compete against its competitors and to achieve a strong competitive advantage? A customer survey will be implemented to identify market requirements, and interviews will be carried out with the organisation members to determine the business' resources. The key findings are that the customers are satisfied with the services, prices, quality of the products, but the organisation needs changes to compete in a highly competitive market. On the basis of research, the recommendations for the business are to change the menu, especially by providing vegetarian pizzas, improvement in food delivery timings, using pricing strategies to attract more customers, and adding more combo deals.

## **Better positioning through competitor analysis and enhancement of brand awareness on website**

**Hoi Tso**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Brent Wood**

Brand positioning is not just a core marketing concept, it is a foundation for the sustainable development of a business. However, some companies might either overlook the importance of brand positioning or fail to get their positioning message across to their customers. Therefore, this organisational research project aimed to help the organisation develop and communicate its brand positioning. Based on the literature review, the researcher decided on a number of scopes, or themes, to investigate, which were: brand personality, point of difference, customer benefits, marketing communication, as well as competitors' branding strategies. To answer all these sub-problems, this research adopted a mixed method (qualitative and quantitative), in which a competitor analysis of 11 subjects, staff interviews of four individuals, and a customer questionnaire survey of nine participants, were carried out. Some significant results include: the organisation has a sincerity brand personality; its points of difference are a variety of in-house technical skills, good customer relationship, flexibility, and efficiency; its customer benefits are increased online presence, enhanced competitiveness, and making clients' life easier. Based on the findings, this research proposed four recommendations for the organisation: creating a positioning statement, bringing the brand promise to life, modifying the website, and displaying case studies. For each recommendation there is a suggested implementation plan applying the insights gained from the research result. Although there are some limitations, this research managed to provide a clear direction and framework for the better positioning of the organisation.

## **Contrasting the accounting difficulties of small to medium entities (SMEs) with large organisations**

**Hyelim Lee**

**Graduate Diploma in Applied Management: Accounting**

**Academic Supervisor: Adrian France**

This study aims to explore the current accounting difficulties of small to medium entities (SMEs) by contrasting them with large corporations according to the changes in financial standards with the introduction of the tier system in New Zealand. Also, the development of GAAP and IFRS adoptions relating to SMEs were examined from previous literature for a better understanding of the financial reporting system in New Zealand. This research used a qualitative approach in order to collect data, primarily through interviews, for an in-depth knowledge and experience from accountants in the field. Data was based on a convenience approach and analysed to produce results and recommendations. The study found that accountants in SMEs feel that updated financial requirements are more simplified than before, and more user friendly compared with large entities. However, it also provides insight into what skills and specific areas needs to be developed for accountants' future directions. The research recommendation is that in the future conducting a wide range of interviews will be required to add different elements to this research and provide more clarification for distinguishing SMEs.

## **Facebook used as an active marketing channel to expand customer base at a restaurant**

**Junjie Zhang**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Daniel Hopper**

The selected restaurant provides Cantonese style Chinese food. However, there has been a significant decrease in customers after opening day. The owner spent on newspaper promotion before opening day. The reality is that only a few people came. Therefore, the owner is looking for advice on the way of increasing his customer base and awareness. The project aims to demonstrate the value of using Facebook as a marketing channel to help a new Chinese restaurant promote itself to the public to increase profit and its customer base. The project gathered a total of 93 questionnaires and one interview by using mixed methods (quantitative and qualitative), followed by a theoretical review to show the owner that Facebook is the most effective channel to increase customer base and awareness. The results show that more than 95% of participants have social media and almost 92% of them have Facebook. 80% of participants agree that the restaurant should have a Facebook account so they can receive promotion and news. In conclusion, Facebook is the most effective and efficient channel to help the business get more attention from the public under the situation.



## **Strategies for an elderly care business**

**Jayaraj Karichery**

**Graduate Diploma**

**Academic Supervisor: Reza Yaghoubi**

The elderly population in New Zealand is growing much faster than any other group. The Ministry of Social Development predicted that there will be an increase of 77% in the elderly population by 2036 to that of 2016. In addition to the population growth, Hamilton is also becoming a hub for retirees. It is found that 1 in 7 people aged 80 years and older lives in a care home. The research question is 'What are the strategies required for a care business to become successful'. The research method includes interview and observation. Staff have been interviewed, as well as older people and the relatives of older people. From my research I have found that older people prefer to live in calm, green and less noisy areas. Older people also prefer caring and loving staff. The relatives prefer close proximity to the city and low cost. So, a recommendation for a new care home to become success in Hamilton market it should be able to maintain well qualified and trained staff, be located in a calm and green area not too far from city, and it should also be able to provide quality service at a cheap rate.

## **Operations efficiency of cleaning in a large corporate organisation**

**Jayeshkumar Dafda**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

Cleanliness is an essential criterion in the workplace and the organisation that is the subject of this research is a prominent cleanliness service provider globally. Major cities in New Zealand are packed with many business enterprises and it is necessary to maintain a clean work environment so their work can be efficient. The research is constructed based on the context of efficiency of cleanliness towards operations of organisations. The aim of the research is to find solutions for major organisational problems such as lack of collaborative work and lack of data efficiency, which decrease the efficiency of organisations, along with answering questions based on the organisation's methods of achieving targeted efficiency. The research has been done using theories of operational efficiency and constraints, with the help of a genuine relationship between cleanliness and operational efficiency that has been identified. The research is backed up by data collected from the manager of the organisation regarding the cleaning efficiency and management process. Research results have provided detailed information about the working culture and strategic maintenance of the cleaning organisation. Care has been taken to conduct the whole research ethically. The research concluded that cleanliness has been considered as a major requirement in organisational process and the current organisation is successfully providing it.

## **Daily operations management at a takeaway organisation**

**Jaykumar Solanki**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

The aim of this research project is to distinguish various aspects of the newly established start-up of a takeaway shop and its various activities, in which we will look at the daily operation, consistency in taste, supply chain and delivery related problems. The personality behind this venture had worked with various franchises of the pizza industry. The vision behind the establishment of the takeaway was to introduce the new taste of the pizza on the streets of Hamilton. This franchise has 3 more outlets in Auckland. So, at the end of the study, the outcomes will be helpful for all the outlets. We will look for things that the takeaway does well and do not do well. A SWOT analysis was conducted, and a qualitative approach used to find solutions for problems. Personal observation was also under consideration for the purpose of solutions. The whole research gives a brief idea about problems and suitable solutions for the longer term. Giving some level of responsibility to every employee will make a huge impact on the operations side of the business. Business start-up research is not enough, and still it is under progress for some parts like pizza delivery and consistent supply chain. Its wide spread is a subject for further research.

## **Effective fundraising strategy**

**Jepil Son**

**Graduate Diploma of Applied Management: Sales & Marketing**

**Academic Supervisor: Deniss Yeung**

The researched organisation is a large organisation consisting of 1.2 million members worldwide, and this well-structured organisation will strengthen the project organiser's activity. This research aims to suggest the target audience and how to promote the project. Qualitative research was performed in this study to make more suggestions or ideas through in-depth interviews about fundraising than the researcher could expect. The result showed that Rotarians would be the best-recommended target audience. Besides, a good story for donator's involvement and frequent communication would be necessary for the referral method. A trust or credibility might be another essential element for not only existing donators but also new candidates. There were some recommendations. The research found out commercial businesses need to participate in the project for their profile in local society.

## **Understanding customer satisfaction based on the way they evaluate service delivery**

**Jiqiu Li**

**Graduate Diploma of Applied Management: Sales and Marketing**

**Academic Supervisor: Jamal Abarashi**

With the development of society, the service industry has become the pillar of the world economy. People's demand for service products is getting higher and higher because people are becoming increasingly lazy. Through this research, an immigration organisation showed most customers are not satisfied with the price of service, so the aim of the research is to understand customer satisfaction through their interaction with the service provider. This paper used qualitative method and unstructured interviews. Six interviewees obtained through email were used. The results showed that most customers are satisfied with member engagement in service delivery and credibility of the business, and that the organisation should improve staff response to customers' questions. There are some recommendations. Firstly, that the company needs to have a strategy for training staff to improve customer satisfaction. Secondly, the organisation needs to think about how they can improve credibility because it is essential to customer satisfaction. Finally, the company needs to improve communication quality to reduce customer waiting time by increasing staff numbers for customer satisfaction.

## **Business activities to use during the low season**

**Juan Basurto**

**Graduate Diploma in Innovation and Entrepreneurship**

**Academic Supervisor: Ehsan Yaeghoobi**

The objective of this work is to find alternative activities or businesses that contrast the low winter season of an organisation. The research methods are mixed, using a quantitative method with a survey of 50 people and a qualitative method with interviews of the owner and management of the organisation. The results show that during the winter it is very difficult to attract people. The owner of the organisation has tried for a long time to implement strategies, without success. Some suggestions of activities include paying for any activity rather than accommodation. Activities include pizza nights, quiz nights, music classes, yoga and astronomy.

## **Effective website for educational institution**

**Keyu Qu**

**Graduate Diploma in Applied Management: Sales and Marketing**

**Academic Supervisor: Deniss Yeung**

This paper examines the current status of a New Zealand educational institution's website and makes a comparison among 44 samples. Two main sections have been contained in this research, secondary resource collection and observation. The aim of this research is to raise the awareness of this organisation and to attract potential students from the Chinese market by improve the organisation's official website. This is desk research which has made use of qualitative methods. The results of the secondary resource collection mainly illustrate the general concepts of website design, the key factors of the education website, and Chinese web page preferences. The results from observation of 44 samples have been divided into two aspects, functionality and content. Most educational institution website pages are functional, while their online communication channels are basically limited to social media links; from the content point of view, school websites with Chinese versions generally have poor translations, and existing educational institution website samples can provide the information that the viewer needs through different presentation methods. These differences are explained in the discussion section. In conclusion, it suggested that in the current stage, educational institution websites could gain development by diversifying their communication channels and information presentation.

## **How a Hamilton fast food restaurant can increase their brand awareness**

**Komal Kaur**

**Graduate Diploma in Retail Management**

**Academic Supervisor: Daniel Hopper**

Brand awareness is one of the most important marketing concepts in present times for gaining competitive advantage in an ever-increasing globalized market. For attracting consumers and increasing their purchase intentions, brand awareness is important as it increases knowledge of product offerings and other associated characteristics amongst consumers. The main intent of this research project is to study different ways in which local pizza stores in New Zealand can increase their brand awareness. For accomplishing this purpose, the research project will include a mixed approach where both qualitative and quantitative research methods have been opted. The qualitative method includes an in-depth interview with the manager of the fast food outlet, while the quantitative method includes utilization of survey questionnaires for attaining required information. As far as structure of the research project report is concerned, it will mainly include background of the research, aim and scope of the research, literature review, research methodology, and analysis of the attained data, collected from pie charts and bar graphs. Recommendations include that local pizza stores should exploit social media channels for increasing brand and product awareness.



## **Investigating different strategies for increasing sales and customer base**

**Komalpreet Kaur**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Ogechi Okoro**

The study primarily discusses about the different strategies that the management of the company can implement in order to boost their customer base and net sales. The main aim of the research is to evaluate different strategies for increasing sales and customer base. A qualitative method was taken for this research, and data was collected with the help of primary and secondary methods. In the primary method, a semi-structured interview was conducted on the organisation's premises with the store manager and other staff members. The secondary data was collected from books and the internet. The study has an emphasised focus on laying down several goals and objectives that the study plans to achieve. In this study, the researcher has tried to formulate the latest data and information about the company in order to provide the management with the latest insights about customer preferences and techniques that can be used for improving their decision-making process. The study has laid down processes and procedures that were followed in order to prepare the entire study. The key findings of the research are to introduce the new product, give some rewards points and add some more options for customers. The foremost recommendations for the organisation will be to improve communication with their customers, and to use PayWave service and wi-fi facility. Moreover, they should use social media and other platforms to advertise their products and add more features and varieties to the existing product to attract the attention of customers.

## **Maintaining customer service in a fast food outlet**

**Krishnanunni Vijayakrishnan**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Clark Luo**

In a fast food outlet, a competitive field, customer service is a crucial factor. Customers are very much concerned about customer service and the quality of the food they get. This research is based on quality of service, inventory management, and employee training methods. Qualitative method is used for data collection for this project since it is more communicative and reliable. Data is collected from observations during work time. The store manager was interviewed for more information about inventory management of the store and customer service. This research found that not all the employees are trained for customer service. The inventory is done manually in the store, which is a time-consuming method. Not keeping sufficient stock leads to a shortage of toppings for pizza in the rush time if demand goes high, which may lead to customer complaints. Results of this research show that the standard of customer service and quality of food can be controlled and improved by managing the inventory, employee retention technique, and proper employee training. The research recommends using employee retention techniques and software methods for better inventory management. Keeping safe stocks as per the demand can reduce customer complaints about the quality of food.

## **Is online training effective in retail business?**

**Kumkum Singh**

**Graduate Diploma in Human Resource Management**

**Academic Supervisor: Jenni Murphy-Scanlon**

Learning is more effective when it is an active rather than a passive process. This research investigates whether online training is effective in retail business. The major perspective is to analyze the significance of online training, examine efficiency of online training to enhance the quality of learning, and develop strategy to improve learning and training. In this research, the data was collected by using secondary methods in which data is collected by someone other than the user. The discussion is illustrated by secondary research data providing a comparison to the organisation. The results from research show that eLearning provides flexible learning which allow learners to up-skill more rapidly. It is efficient to remove geographical gaps and able to provide education to all workplaces. It is concluded that the impact of online training in retail business helps to improve the efficiency of both employer and business. It also deepens understanding and promotes motivation and self-evaluation. Self-pacing in online training reduces stress and increases satisfaction. Recommendations include using interactive video in order to enhance memory and motivate. Usage of humour ensures engagement. Provision of feedback after the module helps both learner and instructor to analyse progress.

## **Strategic positioning of a supermarket**

**Lovepreet Kaur**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Adrian France**

The purpose of this research is to identify the strategic positioning of a supermarket to remain competitive in the market. Strategic positioning is an important consideration for every business. Strategic positioning means a strategy of business by which it provides value to its employees, customers or stakeholders. Strategic positioning helps to differentiate the business from others. The business is operating in a highly competitive environment and product differentiation is hard for business. This organisation is independently owned and divided into different departments such as deli, bakery, florist, produce, grocery, seafood, and butchery. The research was conducted by mixed methods. Interviews were conducted with the store manager and human resources manager to gain information about resource capabilities, primary and support activities of the company. Quantitative research was done by questionnaire to 50 customers to gather information about customers' views about the organisation. 27 customers preferred the supermarket on the basis of service quality. However, five customers preferred it due to price, 10 due to convenience, and 12 due to products. Out of stock products, customer service, price, and unclear labels were reasons for the dissatisfaction of 20, 12, 15, and 3 customers. Focusing on SWOT analysis, the research concludes that the organisation is competing on the basis of quality of product and service at premium prices. On the other hand, the organisation has to focus on supply chain and innovation.

## **Marketing strategies to attract new customers**

**Manish Nain**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Beverly Taylor**

The aim of the study is to investigate the most effective ways that social media marketing can be applied to ensure customer loyalty management in the hotel industry, as well as features, benefits, and methods of these strategies. The aim is to create appropriate guidelines for the case company to build social bonds with customers that will positively impact on maintaining communication and retention. The data for this study were collected from several sources, such as articles, books, journals and semi-structured interviews. The customer retention process is examined based on workplace experience. The qualitative research method was selected for acquiring in depth data from the manager, who has long experience of the company, for the formulation of recommendations. The results of the study revealed the significance of social media marketing in hotel management in kiwi society. A comparison of earlier and more recent studies on customer retention helped in the investigation of effective strategic approaches that successfully work nowadays. Together with the analysis of the organisations that played the role of examples in the author's case study, a set of general guidelines were elaborated for restaurants that disclose some hidden opportunities for social media sites for an improved application of customer retention techniques.

## **The management of sponsorship in a non-profit organisation**

**Maria Alonso**

**Graduate Diploma in Event Management**

**Academic Supervisor: Denise Harnett**

This research project is focused on providing an exploration of a non-profit organisation recognised all over the world. The investigation is focused on understanding the sponsorship management processes used by the organisation. The method chosen for this research was qualitative data. Two interviews were conducted to obtain information from the main source. Interviews were chosen because they allow investigating issues in an in-depth way. Moreover, they allow more detailed questions to be asked and incomplete answers or ambiguities can be clarified and interviewees are not influenced by others in the group. Limitations and findings are discussed, along with recommendations for future research. The results conclude with recommendations.

## **Importance of production planning and control in a restaurant**

**Maria Innocent**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

The main aim of the research project is to study the importance of production planning and control in a fast food restaurant. Production planning and control improves the flow of the entire production process in an organisation. The objective of the research is to oversee all the process of the production and check that the quality of the product is well maintained. It also ensures that all inventory levels are well maintained and there is no over stocking or understocking. The method used to do this research is qualitative. Data is collected by having informal discussions with the franchise owner. There are some recommendations. Sometimes the workplace is very busy so at that staff have little time. The place to dine in is very small.

## **Strategies that can lead to increase of contracts**

**Milan Savla**

**Graduate Diploma Operations and Production Management**

**Academic Supervisor: Denise Harnett**

The research aim is to identify strategies to increase the number of acquisition customers by using quantitative research methods and observations. Three theories were used, of customer loyalty, acquisition, and retention. The method included 100 door-to-door surveys with questions of duration, pricing, comfort, providers, and change options. The results show that a majority of those surveyed are concerned about saving money on power bills.



## **A competitor analysis**

**Mohan Lal**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Priscilla Davis-Ngatai**

This study develops a new marketing strategy to combat the action of the threats associated with the market and making the business diversified within the market. The main aim of the research is enhancing profit by reducing competition of a liquor store. The Porter five forces model suggests looking beyond the competitors of the market and learning about their impact. This can be used as a tool for performing analysis of the external as well as the internal environment of the liquor store, which is small retail outlet. This creates firm impact on the overall performance of the activity of the organisation. In the research both quantitative and qualitative approaches are used. The liquor store can enhance their market share by way of diversification of their operation in less competitive markets in New Zealand. It is also concluded that the analysis of suppliers must be performed by the organisation in order to find the best supplier for their required products, at reliable and affordable prices. The buyers or customers create an important part of the business of a liquor store. This study makes an effort to develop a new and effective marketing strategy to combat the action of several threats associated with the market and diversifying the business within the market. This strategy would also help the brand with new store openings.

## **Analysing drivers of customer satisfaction**

**Mukesh Chand**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Ogechi Okoro**

This study focuses on the customer satisfaction drivers of a retail store. The study has analysed several factors regarding customer satisfaction that includes proper pricing strategy, setting of product displays, discount strategy and customer friendly behaviour. The existing strategies of the company have been evaluated to see whether these are adequate to make the company successful in providing customer satisfaction. The qualitative primary research method was applied to gather information and analysis carried out to derive the consistency of the company in terms of customer satisfaction and customer retention. Some recommendations have been prepared regarding promotion, pricing, increment in product range to make the company successful in the fiercely competitive market. This study will help the company management to identify weak areas where they need to make improvements by implementing alternative strategies.

## **Gaining a competitive advantage in hospitality**

**Navjit Kaur**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Adrian France**

To expand a business and gain competitive advantage, it is necessary for every organisation to implement new strategies that help the company to grow and survive for a long period. The number of restaurants and other food outlets are increasing. This will directly influence the growth of individual businesses. The selected organisation offer dine-in, takeaway, and catering services to the community. The purpose of this research is to identify current strategies of competitors and to examine potential capabilities and resources of the organisation to gain strong competitive advantage in the market. To complete this study, mixed methods have been used to gain deeper understanding of the community. The results show that more than 80% of customers are satisfied with the quality of food and become regular users of services by the business. In the qualitative research, the manager and staff provided information about their capabilities and resources that are different from those of their competitors. To conclude, the restaurant should use more pricing strategies and combo deals to attract more customers. They could also use more sources to communicate with the community to attract new customers and promote a loyalty programme to gain competitive advantage.

## **Improving routine operation management**

**Neel Joshi**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

The focus of the research project is to investigate the daily operation management in an organisation and give suggestions to improve their business. This research project is to help the organisation improve their daily operations which will tend to improve the overall business. A SWOT analysis was conducted to identify errors and poor performance areas for operations. The 3c's theory was utilised to enhance the results and research. That theory includes competitors, customers and climate, because if someone wants to improve their business then they must compete with their competitors and gather knowledge of their customers. To complete this research, I will go through the personal observation and some informal discussion with the co-workers and managers. The qualitative research method has been selected. To conclude, the business can improve by cultivating work efficiency and maximum utilisation of equipment.

## **Health and safety in hospitality**

**Nirjala Khadka**

**Graduate Diploma in Human Resource Management**

**Academic Supervisor: Jenni Murphy-Scanlon**

Health and safety involves rules and regulations at the workplace. It is important at workplaces to protect employers and employees from accidents and injuries. The aim of this research project is to identify health and safety issues at motels, identify possible causes of those problems, provide some potential solutions to solve those problems, and suggest ways to develop a safe work environment. Observation was used as a primary research method. Results show that staff are not following the health and safety rules properly and managers do not inspect or observe properly. Common hazards in motels are slips, trips and falls, forceful exertions, and musculoskeletal disorders. Lack of health and safety education and training prior to commencement of work, carelessness, ignorance, lack of inspections, are some of the reasons for workplace accidents. Both managers and workers are responsible for keeping the workplace safe and healthy. Recommendations include frequent and timely inspections at the workplace, verbal warnings to workers, a health and safety meeting prior to starting work, and meeting to remind them every day, as well as motivating and rewarding employees to encourage them to develop a safe working culture.

## **Marketing strategy for a charitable trust**

**Nitesh Jyoti**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Jan Robertson**

This research topic is to examine a charitable trust. The motive of this research is to not only evaluate the current or conventional ways of doing marketing for a charitable trust but to find out the best possible marketing strategy to boost the audience in charitable events. This research utilised interviews, which gained valuable results and some eye opening facts. It was found that most of the trusts do not attempt social media marketing. On the contrary, most of them prefer to use print media including some expensive media resources which results in demotivating people from attending the charitable events. The best recommendation is to control costs by opting to use social media marketing instead of print media and television media. Not only that, they should give equal preference to the stakeholder as their opinion can build a good social image of the trust with positive word of mouth. To conclude, the organisation also needs people to join the trust and to promote the events. They should use established marketing ways to get more people to attend and to get more and more people to join hands for a good cause.

## **Internal control system in small businesses**

**Parminder Gill**

**Graduate Diploma in Accounting**

**Academic Supervisor: Huthaifa Al Hazaima**

The purpose of this research is to evaluate the effectiveness of the financial part of the internal control system in an organisation. This research is conducted to examine the effectiveness of the financial system. This study adopted qualitative methods by using semi-structured interviews. The primary data collection was by face-to-face interviews. The number of participants was five people, including the manager, owner and two employees working in the organisation. Thematic analysis was used for the primary textual data. The main findings revealed that inventory is not classified according to its types, e.g. food and beverages. There is no separate account used for the financial transaction of food from beverages. The inventory is consumed randomly. In the restaurant no computer system is used, all the transactions are done manually. No allowances are made for urgent cases. There is an inability to detect fraud due to inaccurate manual recording. The organisation does not adopt any strategy of pricing, the process is made randomly. They do not have any future plans. They only have records that relate to sales, which are calculated at the end of each day. It is recommended that the inventory needs to be classified according to its types. The consumption of inventory should be made systematically. A computer system should be used to prevent errors and fraud. A skilled employee who can guide current employees regarding the operations of financial system in the organisation is needed.

## **Strategies for growth and sustainability**

**Prince Parmar**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Dhammika Silva**

In order to develop the market strategy of a company it is essential to assess and analyse the opinions of customers relating to service. This research focuses on the process by which a food outlet will be able to increase its market competitiveness by which this company will be able to enhance its profit margin. In this research, quantitative and qualitative research methods are used. Analysis of customers has been considered in this study for analysing drawbacks related to the operation of this company. This food outlet has seriously experienced a declining profit margin in recent times due to their unprofessional approach regarding engagement of knowledgeable and competent professionals. The main dispute in this context may be identified in their operation throughout inventory management, which is responsible for some quality issues. Moreover, degradation in terms of the quality of their food items is responsible for degradation in the level of customer satisfaction they have experienced recently. In order to mitigate these risks, which may be responsible for showing a declination in their profit margin, they must be taken seriously by management. Several recommendations are proposed that, in turn, may revive their position within the concurrent marketplace.



## **Managing floor and carpet cleaning in hospitality**

**Pulkit Jhunhunwala**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

For hospitality, it is essential to attract customers through excellent service and optimum cleanliness. This research work aims to manage floor and carpet cleaning issues. The six sigma model is used as a way of increasing the operational efficiency of floor cleaning. The researcher decided to use positivist philosophy to draw out the ghost cause. PESTLE and SWOT analysis were chosen as the most suitable methods for external and internal analysis respectively. The primary focus is on qualitative data collection that was conducted with three cleaners, one laundry head, and one manager of the motel. The research outcome shows that the employees of the company are satisfied with the management. Also, there is no doubt that the organisation is giving proper importance to the cleaning operation. Besides that, there is a huge requirement for new technology implementation, like a modern vacuum cleaner and employee training. An implementation plan is summarises what will be helpful to eradicate current prevalent issues.

## **Identifying and controlling risk**

**Ragapriya Raveendren**

**Graduate Diploma in Event Management**

**Academic Supervisor: Persephone De Magdalene**

This research aims to identify the risk and control the risk in an event. The importance of this research is to find risk in the event in three phases – before, during, and after the event, and to minimise the risk in all phases. The research scope meets the aim by analysing and exploring event health and safety, identifying the risk, and controlling the risk. This research uses the secondary data collection method. The models and frameworks that are used in this research are Goldblatt event model, Gemba Kaizen model, five stage model, Allen model, health and safety in the workplace framework and event management body of knowledge framework. Analysis will indicate the best model, and that will be used in the implementation plan and in the recommendation. In conclusion, the research implications will be used on further events which carry similar risk and to avoid the risk pre, during and after the event.

## **Challenges of the multicultural workforce which effect business growth and service**

**Rajnish Kaur**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Jamal Abarashi**

This research is based on the multicultural workforce of a local cleaning organisation. The main question of the research is what are the challenges faced by this multicultural organisation for making good relationships between employer and employee? The aim of the research is based on the challenges and effects of multicultural organisations on the growth of business and quality of services. The research methodology used is qualitative and the data collection method was interviews. Results of the research are based on thematic analysis methods and direct toward communication barriers, teamwork, cultural values or thinking of diverse employees. The multicultural workforce helps in the growth of the business and improves the service quality of the business.

## **Strategic leadership**

**Renuka Renuka**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Dhammika Silva**

The research aim is to evaluate the importance of strategic leadership. The reason behind this aim is that it is very important to the selected organisation. The research followed a qualitative methodology. The manager of the restaurant was interviewed to gain primary data. The interview questions were related to the research scope, to find out information in areas such as: the difference between leadership and strategic leadership; the importance of strategic leadership in small business; how strategic leaders motivate their staff; and what strategic leaders do to achieve goals they set for their business. To conclude the research, strategic leadership is important for sustainable development and to embrace change effectively. Strategic leadership is all about collaboration and it focuses on future growth not just current opportunities. There are two main benefits of the strategic leadership, such as financial benefit and non-financial benefit. So, in order to inform the manager about strategic leadership, certain recommendation strategies have been identified in order to grow. Ultimately, the manager needs to understand motivational practices in order to motivate staff, with reward programmes and staff development, as well as taking practical steps while addressing the issues of organisational change.

## **The impacts of the new financial reporting regime on charities**

**Rong Li**

**Graduate Diploma in Applied Management: Accounting**

**Academic Supervisor: John Gourdie**

Prior to 2015, there were no mandatory reporting requirements for charities in New Zealand and many criticisms existed of the old practices. Therefore, new reporting requirements were issued to improve transparency, accountability and comparability on charities in 2013 and the effective date was set to be April 1<sup>st</sup>, 2015. This research aims to investigate the impact of the new financial reporting regime on charities after three years of implementation. To achieve the objective, qualitative methods were applied in this research and the data was collected through three semi-structured interviews which were conducted with accounting staff from three different registered charities. The results showed that some charities approved of the new regime, as it improved transparency, accountability and governance to them, but some of them thought it had brought more inconveniences. It also revealed that some charities' internal accounting staff still do not entirely understand the new standards, so it is suggested that the government may consider providing more professional training to them, especially for small charities. However, all three charities involved in the research agreed that after three years of implementation, they felt more comfortable about the new regulations.

## **Impact of corporate social responsibility disclosures on financial performance**

**Rudro Alam & Zheqi Zhang**

**Graduate Diploma in Accounting**

**Academic Supervisor: Huthaifa Al Hazaima**

The purpose of this study is to explore the impact of corporate social responsibility (CSR) disclosure on the financial performance of industrial companies operating in Australia. The study adopts a quantitative methodological approach. Using a statistical analysis technique, the study makes use of regression analysis to explore the relation between the independent variable (number of CSR achievements) and the dependent variable (average share price). The number of CSR achievements was extracted from annual reports using content analysis. The average share price was taken from the annual reports. The total sample is 10 industrial companies listed in Australian Stock Exchange (ASX), and the sample comprises 50 annual reports. The result of the analysis shows that overall there is positive relationship between CSR disclosure and the financial performance of listed Australian companies operating in the industrial sector of the economy. It is recommended that these companies pay more attention to their CSR disclosure, and view it to achieve better financial performance.

## **Inventory management in retail**

**Sabina Amgai**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

The research aim is to find out customer peak times in relation to stock shortage, to minimise stock-out at customer peak times and to study the procedures/processes involved in obtaining the supply of raw materials. Qualitative method is used get information through informal discussion among the staff. To have a better supply chain, every business wants to have an advanced raw material. The management of raw materials involves the activities like acquiring, purchasing, refining, developing and delivering the right amount at the right time. If the raw material waves, then the business should change according to it. Fluctuation in raw materials affect performance that means customer satisfaction. A stockout situation is a waste of time, money and energy, which is one of the major problems in retail industries. Shortage of stock can cause delay and financial burdens. Efficient and effective stock management can provide tracking for stock labels to minimize problems. A true stock management system is beneficial to their company, enabling greater profit. Normally planning and scheduling is done before the stock get out, lack of planning and inspection of materials leads to delay of delivery.

## **Risk identification of events**

**Saiyam Agrawal**

**Graduate Diploma in Event Management**

**Academic Supervisor: Jan Robertson**

The three-factors of risk identification, risk control, and health and safety play a significant role in every event in three different areas (pre, during and post event). This research examines the importance of three factors at an organisation. This research focuses on the methods used by the organisation to analyse and control risk by observing health and safety aspects in India. The techniques applied for this research are the primary research method and qualitative method. The study was conducted through an interview. One employee from the organisation was interviewed. The results show that the organisation uses different types of models such as the Goldblatt Event Management Process, Heron's model (Feedback using DESC model), Dewey's model (problem-solving method process) and Kotter's 8 step change model, to analyse the risk. In addition to this, the organisation also uses an applied implementation approach method to identify and control the risk. The research recommends the organisation to run a trial event before executing the function to determine the risk, and that they allocate a dedicated team to cover the health and safety aspect. The research concludes that an organisation manages the responsibility by using 3P's (Policy, Process and Procedure) method.



## **Strategies adopted to create relative advantage**

**Sandeep Mann**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Reza Yaghoubi**

The aim of this research is to understand the strategies being currently adopted and those which can be adopted to increase operating efficiency in an organisation. The research includes the background and SWOT analysis of the organisation to better understand the business environment. The scope of the research signifies the areas that have been investigated in the research to answer the question asked in the aim. These areas include relative advantage, customer analysis and management of human resources. These areas are explained in detail in the literature review which gives useful insight into the business strategies of the organisation. After the literature review, information regarding the method adopted to conduct the research and why it is adopted is discussed. A results section shows all the information obtained and graphs prepared from conducting the surveys and interviews. These are further analysed in detail in the discussion that follows.

## **Financial planning**

**Sandeep Mann**

**Graduate Diploma in Accounting**

**Academic Supervisor: Huthaifa Al Hazaima**

This research study is based on a small outlet. The company has many outlets all over New Zealand and expanded business to Australia through an online website. Financial planning has been proved to be one of the important factors for any organisation. A firm with a good or viable financial plan grows at a very fast pace and minimises its losses to some extent. The aim of this study is to evaluate the financial planning part of the internal control system of the organisation. It helps to understand the way organisation works and to determine the shortfalls of its system. The research focused on challenges and difficulties faced by vaping industries and suggested solutions to improve their financial planning. This research is qualitative in nature. Data collection was made through semi-structured interviews. The assistant manager of the company was interviewed using a series of questions. It was found that the company has some major problems in the area of finance as well as with its inventory control system. It was found that the company had no proper inventory system and was not able to generate targeted sales. It is recommended that the organisation should work upon lowering the prices of products and focus on different strategies of marketing. The organisation also should follow an established inventory system (LIFO, FIFO) in order to avoid wastage and random transactions.

## **Evaluating strategies to increase sales performance**

**Sarita Thapa**

**Graduate Diploma in Applied Management: Sales and Marketing**

**Academic Supervisor: Ogechi Okoro**

The aim of this research is to examine different strategies that are used within an organisation to increase sales performance. For this research, qualitative method was used to collect the data and a semi-structured interview was designed to collect participant perception of the strategies. The result shows 4ps of marketing mix of product, price, place, promotion is applied by the organisation to improve sales. To increase sales the promotion of business is needed to get more customers, which is lacking, and the organisation needs to provide quality service at a reasonable price. The recommendation is for the organisation to use the latest promotion strategies such as active social media networking, change the decoration of stores, and add varieties of product. Payment options should be flexible, such as payWave, credit cards.

## **Strategic planning for a SME**

**Siddharth Bhandari & Susmita Thapa**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Adrian France**

The purpose of this research is to find competitive advantages for an organisation and prepare a long-term strategic planning for the SME. In a New Zealand context, small business enterprises play vital roles in business and the economic sector. However, most small business do not have specific competitive advantage and long-term strategies to compete in the market. Both qualitative and quantitative approaches have been used as mixed method research. Interviews and surveys have been done. Using those methods, researchers are intended to use the most effective implementation methodology to find out the best solution to the problem and cause of a SME. Location and customer satisfaction have been identified as the prime factors for the firm to run the business successfully. The business has been operating smoothly without using any further strategies to compete in the market. Recommendations involve pricing, advertising and stock management.

## **The challenge of sustainability in small event enterprises**

**Veronica Decker**

**Graduate Diploma in Event Management**

**Academic Supervisor: Jan Robertson**

The impact of human activities is increasingly affecting today's lifestyle and endangering the capacity of future generations to access natural resources. The need for sustainable practices in business has risen and is becoming a popular trend in the event field. However, the manner in which enterprises around the world embrace sustainability depends on several cultural, economic and political factors. Chile is a developing country that is shifting towards sustainability, but still faces many challenges. This study focuses on two Chilean small event enterprises and aims to investigate and compare their main limitations, mindsets and business models. It analyses their point of view on the future of sustainability in Chile. The method used for the research was a semi-structured interview directed to the managers of these enterprises, designed to gather quantitative information about their perception and business culture. The results were analysed by theme, identifying two areas of conflict. Firstly, a lack of public awareness and environmental education. Secondly, the shortage of governmental auditing tools that are necessary to ensure that environmental laws are met. Consequently, an implementation plan, with both short and long-term goals, was proposed to the enterprises, based on the findings as well as on four model theories. The tentative suggestions are tools for enhancing the culture of collaboration between small enterprises, and to change the environmental awareness of their stakeholders. These recommendations intend to help the small enterprises navigate through Chile's cultural and political challenges, and meet the country's sustainability needs.

## **Improving operations efficiency**

**Vijay Karunanithi**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Sukh Deo**

The research aim was to improve operations efficiency in an organisation by implementing effective time management strategies. The objectives were to identify time management problems, find appropriate solutions relating to issues, design a method to implement the solutions, and recommend the use of more sophisticated machinery and chemicals. Theoretical review used to analyse problems. Qualitative method was used to collect data. Data was gathered through a semi-structured interview with the company's operations manager. The interview data showed solutions and recommendations for problems facing the organisation, which include scheduled operations time, following the Health and Safety Act 2015, ensuring customer satisfaction, conducting training and inductions programmes for new employees, and recommending sophisticated machinery and chemicals. The recommendations are to follow the operations schedule table and to invest in the latest machinery for heavy-duty operations.

## **Major factors responsible for occupancy**

**Vinay Kalra**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Brent Wood**

The aim of this research is to analyse demand and supply factors for pricing strategy, branding strategies, and social media channels. Mixed methods are used for research purposes. Interviews of the manager and other staff members are taken. Results of research show that competition affects pricing in the motel industry, major events and festivals affect occupancy because of demand and supply factors, corporate guests are major occupants on weekdays, and booking sites are a main source of branding and social media in the motel industry. Recommendations for the motel are that they should list and evaluate the prices of five of their closest competitors, and forecast and make a booking plan according to major festivals and events in Hamilton. The organisation should post themselves more aggressively on various booking sites and have lucrative deals for corporate guests. The organisation should have special packages for WINZ guests and should use SEO, Instagram and Pinterest as social media.

## **Trust between service provider and customer in online environments**

**Xiaotian Wu**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Jaml Abarashi**

Nowadays online shopping is getting more and more popular in China. However, opportunities and challenges are coexisting, and the growth of e-commerce is also inevitable. In e-commerce online, trust has become a significant factor hindering development. A New Zealand organisation faces a lot of competitors. In order to increase its market share and remain competitive in the market, the organisation needs to have more loyal customers who repeatedly purchase their products. Therefore, the organisation should find an appropriate way to form or create trust with customers, to retain them. This research investigates how trust has been created in an online environment between an organisation and its customers. A qualitative method was adopted in this research and data collected using semi-structured interviews. The collected data was analysed adopting a thematic analysis method. The research findings show that a two-way communication system is the core factor in forming trust in the online environment. This research suggests that the organisation should consider two-way communication seriously, and develop that as a useful tool to build trust between them and customers; not just as a communication tool but as a tool for trust formation.



## **Developing competitive advantage for a restaurant**

**Xiaoxia Li**

**Graduate Diploma in Operations and Production Management**

**Academic Supervisor: Clark Luo**

As public concerns about food safety and health increase, many people are raising their expectations of food quality and safety. To help a restaurant establish competitive advantages with food traceability control is the study purpose. The research problems include how the food traceability system can improve food quality and safety; how it will bring competitive advantages for the restaurant; and whether it is adaptable to the restaurant. The primary data was obtained by interviewing key participants in the restaurant's food supply chain. The data is reliable as triangulation data shows similarities. The study finds that there is a willingness to build the food traceability system regardless of resources deficiency, as participants all agree that a food traceability system can help enhance food quality and safety. The innovation outcome shows a benefit that food traceability system can bring is adequate updated information along the food supply chain according to published food traceability case studies. Conclusions of the research are that a food traceability system can help improve food quality and safety. Furthermore, it also presents as a source of competitive advantage. A computerised traceability system can offer maximum information along the supply chain, which can help the organisation respond faster to changes, and make a strategic plan in supply, inventory and production with lower cost. Therefore, the research recommends that the restaurant introduce a suitable computerised food traceability system to obtain competitive advantages.

## **Marketing development strategies to attract domestic customers**

**Yang He**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Ehsan Yaeghoobi**

The purpose of this research is to improve the sales of a product in the New Zealand domestic market. The product is an eco-friendly way to deal with the problem of insects, including flies and mosquitos. It is a traditional Chinese product which is well known by Chinese and widely accepted in China and other counties like Australia and the United States of America. It has a potential market in New Zealand. The method of this research is based on the Ansoff matrix, and use of quantitative data. Sixty people participated in the questionnaire. The result of the survey shows that most New Zealanders (78%) have trouble with insects and 91% of participants would like to try an eco-friendlier way to deal with this problem rather than use insect spray. Most of the participants care about the price and quality of the product. This research will provide valuable information regarding the habit of domestic customers, recommendations for increasing sales, such as adverts and focus on price and quality, and creating a CRM system.

## **Strategic growth through inventory management in a small and medium-sized enterprise (SME)**

**Yash Bhamblani**

**Graduate Diploma in Strategic Management**

**Academic Supervisor: Adrian France**

This research is based on a small and medium-sized enterprise. The research focuses on growth of business in terms of sales. Inventory of the store has been thoroughly analysed in order to determine high profit items as well as finding products that can be removed to help reduce holding cost in the store. In order to determine the contribution of products towards sales, ABC analysis has been used. The method of collecting data is a combination of quantitative and qualitative in the form of past year sales records of top 50 highest selling items and interviewing staff to determine the time frame of purchasing. This helps in determining the holding time period as well as the holding cost of products. LIFO and FIFO accounting methods have been used to determine the movement of products so that best quality is served to customers. After analysing the sales records and the interview of the manager, the research suggests that LIFO is the most effective method for this store. Goods have been bifurcated to determine the priority of maintaining stock of fast selling items to ensure high profitability by increasing sales.

## **Utilising LinkedIn as an effective marketing channel to engage with and attract potential customers**

**Yayan Xian**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Ehsan Yaeghoobi**

This study aims to find out how LinkedIn, as a chosen social media channel, can be utilised as an effective marketing channel to engage with and attract potential customers. It explores a successful local immigration consultancy which has done extremely well in the past 26 years, becoming one of the largest and most successful consultancies in the country. However, according to the owner, 90% of the business is obtained from customers' positive experience, and he believes that the firm needs to be proactive in generating business instead of staying in the comfort zone. Along with the rapid development of technologies and the wide use of social media, the purpose of utilising a social media marketing channel is to catch up with technology and be more active in the industry. This study carried out semi-structured interviews for both clients and employees, with selective samples, and analysed the data with attention to their knowledge and perspectives of using LinkedIn. Findings suggest that knowledge of LinkedIn has restrained user's motivation of using the platform at a certain level. Moreover, the context of a corporate LinkedIn page plays a significant role in attracting potential customers. Therefore, a result of implementing LinkedIn training to employees at the firm was identified. It is recommended that keeping well-managed content from a professional perspective on the corporate page on LinkedIn constantly is an effective way to engage with potential customers.

## **Future behaviour given New Zealand's smoke free future**

**Yiming Wang**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Jamal Abarashi**

The number of smokers in New Zealand has decreased, but there still are lots of people who smoke daily. The question is, how current smokers are going to form their smoking behaviour to face a smoke-free future. This research uses qualitative methods and interviews as a tool, because it needs deeper information from smokers. As a result, eight smokers have been interviewed as participants, and based on their answers, some interesting points were found. Smokers are not able to quit smoking by themselves, and they are expecting more help from the government. They are open to believable alternatives to smoking. Their recommendations for the government is they should be more active and provide certified alternatives to smokers. The businesses which sell tobacco products should follow the government to change their product mix. Over all, a new, certified alternative for smokers is expected by government and the smokers.

## **Sales training**

**Yogender Tanwar**

**Graduate Diploma in Sales and Marketing**

**Academic Supervisor: Beverly Taylor**

This project involves discovering how sales training works and the impacts of sales training. The goal is to show how sales training can help a business grow and to set benchmarks in the market. After the negative impact in the performance of sales representatives of a national company in the sales industry, their management made decisions about changes which need to be taken to get good results from sales training. The method which has been used to complete this study is desktop training, which includes self-experiences and secondary data. It is necessary to have appropriate and successful training which delivers the best to the company. The main aim of this research is to study and analyse the training procedure and processes in a business, since the training process involves more activities that require mental strength with the willingness to perform well with learning. The overall study of the process includes investigating lack of training, practice time and overcoming doubts raised by the customer at the time of performing the job. Hence, it is recommended that businesses should deliver new strategies and conduct more training sessions and online modules, leading to the success and growth of employees.

**Waste management**

**Yogesh Kumar**

**Graduate Diploma in Operations and Management**

**Academic Supervisor: Jannat Maqbool**

Modern society is generating a negative effect on the environment. In New Zealand, most SMEs face a serious struggle with waste reduction, and currently New Zealand's waste recycling and reuse products are reduced because of political issues. This research clearly explains the cause and effect of waste production in an organisation internally and externally, and how the organisation is controlling it. This research result shows a major environmental change in New Zealand society.