MGMT415

Unit 3 Assignment

**Performance Analysis**

Your Name

American InterContinental University

Submission Date

**Introduction**

Delete highlighted information.

The introduction is the best opportunity to convince your audience that you have something worthwhile to say (one solid paragraph). An introduction can accomplish this by fulfilling six important responsibilities, as follows:

1. Get the audience's attention.
2. Introduce the topic.
3. Explain its relevance to the audience.
4. State a thesis or purpose.
5. Outline the main points.
6. Be 1 page in length.

See the Assignment Details for more information on the elements to include in the introduction.

**Performance Analysis**

*Slam!* is a company that sells tennis balls. Its clients are tennis clubs, school sports programs, and retail stores. Its management team has completed their annual strategic planning. Review the table below, which highlights the company’s business objectives and associated KPIs to measure performance. The company has asked you to recommend an effective strategy for achieving their order-fulfillment objective using the processes and tools available (see the second table below). Write a 3-page analysis that includes the following elements:

1. Discuss how the company should use at least one of the processes and at least one of the tools to implement its strategy.
2. Discuss how this process or tool strategy will help the company achieve its objective.
3. How will the business objective that the company identified help the company know if it performs well enough to meet its goals?
4. What are the strategies and associated processes and tools to help the company achieve its KPIs?

|  |  |
| --- | --- |
| **Business Objectives** | **KPIs** |
| Increase speed in which orders are available for delivery from 5 days to 3 days by December 31. | Order fulfillment time |
| Increase the number of return customers by 20% by December 31. | Number of customers retained |
| Increase revenue by 25% by December 31. | Growth in revenue |

|  |  |
| --- | --- |
| **Processes** | **Tools** |
| Implement an initiative to create a new operational process that requires ongoing collaboration between the marketing, sales, operations, and IT teams to transition more of the company’s new and existing customers to placing their orders through the existing e-commerce store, which interfaces with the order management system for managing internal processing to source the order, instead of calling their orders into the call center, which then forwards the order on to a warehouse team, where order processing time is 25% slower. | Customer relationship management system, e-commerce or order management system, weekly meetings partnered with consistent and frequent collaboration between business functional teams |
| Assemble a project team to implement a new, faster online system for receiving customer orders. | Order management system, project team structure staffed with order management subject matter experts |
| Assemble a cross-functional project team with members from the marketing, sales, finance, and IT teams to implement an updated, faster order fulfillment processes to be executed by the operations team. | Cross-functional project team |
| The supply chain manager and sales manager update the sales team’s process for onboarding new customers to include a focused effort to encourage new customers to use the e-commerce store to place their orders. | E-commerce store |

**Conclusion**

The *conclusion* is the last thing that the reader will remember about your essay.

1. The conclusion should be a summary of the highlights of your statement of purpose.
2. The conclusion should include the main points of the statement of purpose.
3. The conclusion should be as well-constructed and grammatically correct as everything.
4. The conclusion should be 1 page in length.

**References**

Example

Kusrini, E., & Primadasa, R. (2018). Design of key performance indicators (KPI) for sustainable supply chain management (SSCM) palm oil industry in Indonesia. *MATEC Web of Conferences, 159*. <https://doi.org/10.1051/matecconf/201815902068>