BUSINESS DECISIONS

Also by Joseph Chilver

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BUSINESS DECISIONS

A CROSS-MODULAR CASE STUDY APPROACH

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Contents

<i>Preface</i>	ix
<i>Acknowledgements</i>	x
<i>Introduction</i>	1
1. Talisman Technics	8
A security device to be produced and marketed – sales staff to be recruited – advertising material to be developed – breakeven chart required – limited company formed – problems of finance and control anticipated	
2. The Downhill Run	13
Bicycle manufacturers face falling sales – new model being developed – two existing models to be dropped – sales trends to be projected – questionnaires for customers – redundancies to be considered with trade union representatives	
3. A Tiger in your Tank	17
The chief executive of a soft-drinks company is attempting to improve industrial relations – various options to be evaluated – workers' shares – works council – good-timekeeping bonus – removal of barriers – job-enrichment, etc.	
4. M. S. Mardi Gras	22
Luxury liner being refitted – voyage time share contemplated – cruises planned – costs/revenue analysis – organisation chart to be devised – problems to be anticipated	
5. Ava Advertising Agency – In Tray	28
Absent boss – personal assistant required to deal with mail – accounts to analyse – speech on advertising to be prepared – pros and cons of open-plan office – missed appointments	
6. The Electronic Knitting Machine	34
Application of the micro chip to a knitting machine for home use – consideration of potential markets – market consultant's report – financial analysis	

- 7. Dateline Lagos** **39**

Nigerian-based company dealing in office supplies – sales analysis and forecasts required – selection tests to be validated – problems with extended lines of communication/control
- 8. Horder and Ziff Pharmaceuticals** **45**

International drug house – British subsidiary – centralisation vs decentralisation – cancer-delaying drug – correlation analysis – research methods under scrutiny – control of multinational concerns.
- 9. The Office Manager – In Tray** **51**

Tailor-made shoes – problems for deputising office manager – customer insolvent – staff discipline problems – job grading/evaluation – statistical dispersion/analysis – delivery delays
- 10. The Board Meeting – Group Role Play** **57**

Newspaper/publishing group – intra-group operations – appointment of new director – golden handshake – donations to political party – new European newspaper project – manpower planning – staff resistance
- 11. The Embassy Court Hotel** **63**

Hotelier considering acquiring a neighbouring hotel – alternative methods of acquisition – share valuation – need for financial support – own accounts to be produced from incomplete records
- 12. The Purbeck Holiday Campus** **69**

A holiday camp in course of conversion to student campus – cost/revenue analysis – fire insurance claim rejected – effect of customer's bankruptcy – dispute over consideration for a contract
- 13. 'Three's a Crowd . . .'** **75**

A prize-winning fashion designer sets up a small fashion house with two friends – partnership problems – final accounts for year to be prepared – staff problems – unfair dismissal
- 14. The Takeover** **79**

Two department stores are planning to amalgamate – financial evaluation – conflicts of interest between shareholders – and staff – future scope and constraints – floor plans

- 15. The Hong Kong Options** **85**
Subsidiary in an engineering group – manufacturing rotavators – opportunity to join forces with Chinese merchant – consideration of options – balance-sheet evaluations – cost/revenue analysis
- 16. Z12 Insect Repellent** **91**
Multinational oil company discovers a useful by-product – formation of a subsidiary jointly with chemical company – consideration of alternative capital structures – production schedules (a breakeven chart required) – advertising campaign
- 17. Diana Cosmetics Plc** **98**
New chief executive/production manager – consulting with personnel and marketing managers – problems of boredom and absenteeism – credit control – marketing overseas
- 18. Strike Now – Pay Later** **102**
Small subsidiary in international engineering group – producing marine pumps – combined effects of falling sales and pay increases on profitability and long-term survival – analysis of manufacturing accounts – co-operation with shop stewards
- 19. The Bank Manager – Role Play** **109**
Three lending propositions – a builder has cash flow problems – as does an inventor (a new technique for home insulation) – interpretation of final accounts – a problem of overtrading – funds for a riding school
- 20. The Twilight Village** **115**
A builder visits the USA and considers introducing a retirement colony to his native Wales – possibility of taking over a holiday camp – analysis of final accounts for property company and holiday camp
- 21. The French Connection** **121**
British and French mail order houses consider combining – statistical analysis – comparison of balance sheets – share evaluations – resistance to change among directors and staff
- 22. Joint Consultation – Group Role Playing** **126**
Management and workers in a firm producing confections consider problems of common moment – car parking – introduction of robotic equipment – pay differentials – racial harmony

23. Marsden Mini-Racers	131
Problems of competition — declining share of market — production and marketing — finance and control — personnel	
24. Hirschel Industries	139
Group operating in furniture industry — co-ordinating operations for benefit of holding company — a rights issue for modernisation programme — intra-group conflict	
<i>Guidelines</i>	143
<i>Select Bibliography</i>	167

Preface

This book contains a graduated selection of case studies providing material for the training of business executives. Drawing upon a variety of disciplines and study areas, students are invited to solve the problems which have been set for them in a series of realistic scenarios. The problems posed are such as face top-level managers in various firms at one stage of development or another. They present a challenge to any student of business and/or any aspiring manager. Nevertheless, the programme has been designed with specific courses in mind. First, the intention is to provide stimulating material for those on Higher National Level courses of the Business Education Council. The cases provide a framework for an assortment of cross-modular assignments and the appropriate themes of people, finance, communication and problem-solving are substantially incorporated. Another important group catered for are those studying for the Diploma of the Institute of Commercial Management. The subject of business policy in particular requires case analysis coupled with group discussion, and the material here provides an appropriate course of study. The final group in mind are those on business degree courses featuring integrative studies. The battery of cases which follow should contribute something towards the development of the analytic and decision-making skills called for. There are Guidelines in the final section which should help students to understand the sort of approach envisaged.

While the case studies included here model situations frequently encountered in business, the names of characters and companies used in the scenarios are wholly fictional.

JOSEPH CHILVER

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