

Task 3 (M1)

□ Human resources – how the management and the monitoring of the performance of staff has led to an improvement in business performance. Examples of how the business has improved (e.g. by increasing its profits, diversifying its products, increasing customer satisfaction levels) as a result of changes to the ways employees are organised/managed/monitored. This might include departmental restructures, a new staff appraisal system or the introduction of better staff training and development.

□ Physical and technological resources – how the management of these resources has led to an improvement in business performance. Examples of how the business has improved as a result of introducing new equipment, technology or operating systems or through the reorganisation of buildings, machinery or working practices.

Example for HR

Due to the new improved motivational package offered by the Aquarium, employee performance has boosted 200% and staff leaving the business has declined by 50% per year. Employees now feel more empowered to do their work and feel increasingly more motivated to turn up to work and also to do a good job on behalf of the organisation.

Example for technological

The Aquarium has introduced a new booking system in order for customers to purchase their tickets in advance. This advanced system enabled the customer to obtain cheaper tickets which has resulted in an increase in customers over the past year. The system also allows the business to store customer details for future reference. This allows the business to target customers at specific times of the year with promotional offers and marketing of their special events throughout the year. This has enabled the business to keep in contact with customers as the business relies on subsequent repeat business in order to keep the business running.