



**Wintec**

WAIKATO INSTITUTE OF TECHNOLOGY

Te Kuratini o Waikato

**Applied Management  
Student  
Conference**

**Bachelor of Applied Management  
and associated  
Graduate Diploma programmes**

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**Book of Abstracts**



# Events Room 1

**Carla Riquelme Jaramillo and Ehsan Yaeghoobi**  
*Event Management*

**Abstract:**

This research investigates the key components of an event to decipher what makes an event successful. Different types of events produced by the Waikato Chamber of Commerce, a company focused on networking between all types of companies, were investigated to produce it.

A brief introduction to the events components is outlined for a better understanding of the topic. Interviews of clients, staff, volunteers and providers allowed for the recognition of different crucial aspects on every event. Aspects such as marketing and clients experiences are further analysed and compared to previous information found on event manager's books. Moreover, online survey to the clients was important to outline a conclusion about the problem. A deep understanding on how to produce an event was also crucial for this investigation.

Due to the fact that an event organiser is measured depending on how successful the events produced are, this research analysed the nature of success on this market and noted that there is no magical component to reach it. Indeed, the success of an event will depend on the outcomes outlined by the organiser and the perspective of the audience. Finally, this research concluded that there is more than one aspect influencing the success of an event, and provides recommendations to the company to improve the quality and deliver of successful events.

## **Shu Zhang and Bill Grant**

### *Sales and Marketing*

#### **Abstract:**

In recent years, there are a growing number of people purchasing in the restaurant, managing customer satisfaction has become a crucial issue in this industry. How to understand and satisfy the needs of customers are becoming more and more important factors to increase sales. The aim of research is to understand the importance of customers' satisfaction in the restaurant what aspects of customers' satisfaction impact on increased patronage and find solutions to increase sales in the future.

Customer data are collected by primary research such as observation and questionnaire. Observation and questionnaire focus on determining underlying attributes of customer satisfaction to increase sales in the restaurant.

The results revealed that customer satisfaction was positively related to flavours of dishes, atmosphere, especially price and service. Moreover, customer comment showed that they paid close attention to high quality service with affordable price. The findings of the current study contribute to the field's understanding of customer's role during the service process in the restaurant and provide insightful implications for restaurant managers.

## **Jessica Yao and Bill Grant**

### *Sales and Marketing*

#### **Abstract:**

The aim of this report is to identify the research problem of how to overcome the barriers of signing up take away restaurants. In order to have a better understanding of the project; both secondary and primary research will be used to justify the need of the research.

In the upcoming report, enhance personal sales training, improvement of sales skills and develop new marketing strategy for promoting the Foodcourt Online App will be discussed in the whole report.

The most important key finding that I investigated from the primary data is that two out of five interviewee of restaurants managers are interested in joining takeaway services App. Three respondents are not willing to participate in online takeaway service.

The major recommendation for Foodcourt online is builds up a “famous brand” as setting up an advertisement to promote itself, the lack of promotion is the issue that most people are unaware of Foodcourt online. Setting up a new takeaway menu for each of restaurants, and the packaging of foods will always be checked by the chefs that make sure during the period of transport without spilling out or breaking down, and keep the hot foods stuffed far away from cold ones, so that foods will stay at safe temperatures while delivering.

## **Jingwei Zhang and Deniss Yeung**

### *Sales and Marketing*

#### **Abstract:**

Marketing is a crucial activity for the survival and success of a business (Cox, 2012). Yet “many small business owners do not give marketing the time, research and attention it deserves, assuming that they know their customer base and how to reach them” (Martin, 2016).

Mument is a small owner/operated retail business located in Rototuna, Hamilton which offers baby-related products to a predominantly Asian target market. They have no formal written business plan or marketing plan. The purpose of this research project was to undertake a market analysis of Mument to help inform the business owner in developing a marketing plan.

Primary data was

collected using semi-structured interviews and observations. The key focus of the research was on gathering information about the business’s strategic/marketing objectives, brand awareness, target customers and buyer behaviour. Preliminary findings indicate that owner of “Munemnt” consider that mainly customer is Chinese customer, but she does not enough idea about Chinese customer’s buying behaviour. For instance: she just mentioned that customer’s pay way and what kind of products is most popular.

Some of small business owners believe that they already know their customers, so that they do not need to consider having a marketing plan. Therefore, an effective marketing plan is a significant factor to all businesses no matter what size it is. This is because a marketing plan helps a business owner to know important aspects of their target market, their competitors and their current position. At the same time, having a marketing plan can also help business owners solve more complex situations/problems and can mean the difference between business success and failure.

## **Wei Wei**

*Sales and Marketing and Reza Yaghoubi??*

### **Abstract:**

Wintec aims to provide high quality tertiary education, at the same time, to create a multi-cultural environment by attracting international students of high quality from all over the world. Traditional, Wintec used partnership business, engaging large number of agencies to promote Wintec program and get more students in. This has been seen as a potential risk to the quality of students studying in Wintec, hence, have negative influence on Wintec student recruitment.

My research aims to find out the efficiency of word-of-mouth marketing to be used in international students, with specific focus on Chinese international students, by studying the interaction between their learning journey and their perception towards Wintec, which leads to whether or not they are willing to recommend Winter to their friends and families. To conduct my research, I will be using questionnaires and interview in order to get both comprehensive and in-depth point of view from the participants.

I believe that my research is highly likely to reach the aims as firstly, being an international student myself, I could understand Chinese students' potential problems during their journey and the possible links between their problems and outcomes. Secondly, I'm confident in finding reliable feedback from participants due to the language advantage of mine used in interpreting and processing data.

**Nan Hu and Bill Grant**  
*Sales and Marketing*

**Abstract:**

This research is about customer satisfaction in imported seasonings in Wellmart Asian Supermarket. The aim of the project is to investigate two aspects of customer satisfaction problems with regards to imported seasonings in Wellmart. The one is pricing and labelling problems, the other one is shop layout and display. 'Why some customers are not satisfied with imported seasonings in Wellmart.' is the research question. The reason for the research is that there are two big issues. One is different prices in the computer system and labels which can make customers confused, the other is that the price labels of seasonings are put very near to each other, which means clients cannot distinguish prices clearly. For investigating the problem, there are some relevant points about customer satisfaction in literature review, such as the role of price, total quality management (TQM), influence of shop layout, low carbon though, diversity of choice, customer service and brands loyalty from customers.

Three methods are used in this research project: questionnaire, participant observation, receipts data collection and research. From these three methods, pricing and labeling and shop layout indeed have huge effect on making dissatisfaction of customers. What is more, there are two new findings also can influence customer satisfaction in seasonings: diversity of seasonings and quality.

There are several complaints about price and shop layout of imported seasonings every day, so that this report can help Wellmart's owner know and understand the problem of dissatisfaction of customers and let him to change these disadvantages of imported seasonings. As a result, Wellmart will attract more customers and potential clients and its reputation will be improved.

# Events Room 2

**Shasank Regmi and Deniss Yeung**  
*Sales and Marketing*

**Abstract:**

The purpose of this study is to evaluate findings which are focusing on **Employee Satisfaction, Menu and social media** by Good Homes Restaurant helps them to promote their products and services to the food lovers in Hamilton which in turn helps to increase the sales and profit margin. I have taken the reference from many literature available based on employees' satisfaction, menu and social media.

Since the main motive of the project is to analyse the possibility of increasing the sales and revenue of Good Homes these findings can be analysed based on the basis of some of the methodologies which include Observations, Survey questions and also interview would be a part of the primary research method to understand the flaw and suggestions will be made accordingly to management for improvement. Along with primary research, secondary research methods like gathering information about Good Homes will also be taken into consideration. Lastly after analysing the findings and results obtained from the survey, Along with the observations results which will helps me inputs my own feedback and then compare with the finding.

Good Homes would always make sure that client enquiry will always be given priority but will be expertly administered at all stages and will try the best to have excellent customer service. Therefore, there will always be an opportunity to get the repetitive business from existing client. Customer satisfaction and quality food is a key to Good Homes Business. The efficient and innovative use of marketing using Social Media and word of mouth will assist the company attract more potential clients.

Currently, the final report is not completed yet but I would like to take this opportunity to show my research to you. Sharing the information would help me understand the key improvement areas in my research and help me co-relate this understanding in the real life situation.

## **Xinkun Yan and Deniss Yeung**

### *Sales and Marketing*

#### **Abstract:**

This paper uses the different investigative methods to research the connections between sales and consumer behaviour, and across to research customers in Michael Hill jewellery to make a further analysing the connections in jewellery industry in New Zealand.

The purpose identify the differential impact of external factors can affect costumer's cognitive buying behaviour and resolving their abilities. Using survey study, the result disclosed that customer supports in Michael Hill generates stronger reflections as a kind of sales promotion, while, it boost higher brand awareness and effectively stimulate cognitive buying behaviour as compared to advertisement.

The article covers one of specific customer supports (Professional Care Plan) in Michael Hill jewellery to discerning behaviours that reflect responsiveness or expressiveness for successful interaction with customers and different customers' behaviours during the shopping, thereby, have a effect to sales performance. Also mentioned are adapting to different sale methods and consumer's requirements for building better customer relationships and achieving business goals.

## **Huixian Wang and Deniss Yeung**

### *Sales and Marketing*

#### **Abstract:**

Waikato Commerce Club was founded in the heart of Hamilton in 1937. And it was a popular place for people to go and relax at that moment. At present, Waikato Commerce Club is facing the problems of member losing, financial difficulty and attracting people. For these reasons, the project is aimed at identifying the reasons why members leave club, and how the club marketing itself, and strategies to retaining current club members.

Primary and secondary research methods are used for this study. Questionnaire is used as primary research in this project, and the questionnaire is structured as it gives quantitative information. The survey is conducted to identify if people knows the existing of Waikato Commerce Club, and whether or not they are interested in the Club. For secondary research, the researcher collected data from a range of sources including online document, websites articles, and the previous survey on club members which is conducted by Waikato Commerce Club. This research is conducted to gain more marketing skills, and find out the more information about running a successful club, the reasons why members leave club.

The data from the survey had not been calculated and analysed yet as the data had just been collected. But the answered questionnaire had been viewed roughly, there are not many people (participants) have heard about the Waikato Commerce Club, and only a few people are interested in the Club. From literature review, Enrmann (2008) states that many clubs are in the situation that has a turnover rate of 15 – 20% per year. And at a typical club or association, 5% of members run the club and show up for almost every event; another 15% of members regularly participate, another 20% occasionally participate; and the remaining 60% never show up for anything. But literature also reviewed that some examples of successful club. Waikato Commerce Club is one of the typical clubs. As these reasons, it is necessary to understand why the club experience this situation, and what marketing strategies are feasible for the club.

## **Panhui Wu and Geoffrey Mather**

### *Strategic Management*

#### **Abstract:**

The most important problems of Chinese nutrition business in Hamilton are intense competition environment (especially price distortion) and customs regulations of import and export. Only 3 Chinese nutrition businesses here two years ago, now in Hamilton has more than 15, but the oversupply means that prices will keep falling. Also New Zealand customs restricted milk powder export and Chinese restricted import of anything, the control from both government also is obstacles in the development of the business.

The business to be researched is a retail store selling health care products for local people and customer from oversea especially people in China. Nutrition shops as a new industry become famous hand have potential in current market, the vision of this business is to attract more customer at China, ordering products online, also the business cooperate with express company and deliver products to China. The method will be use in the report are online research, interview and survey. After that will be analysis data and make implementation plan which are include finishing online shopping website, looking for supplier of higher cost performance and develop the market.

After my research and analysis, the business that I researched have advantages to share the market, which are good price, quality of products, store location, parking, attractive advertisement and shopping environment. Also in need of improvement, which are product range not enough, after-sales services should become more perfection and need various promotional activities. In conclusion, successful businesses should learn from competitions, cater to the change of national policy and keep pace with the times.

**Yanming Zhao and Geoffrey Mather**  
*Strategic Management*

**Abstract:**

As a small business, how to survive in the numerous competitors is the main issues as the business owner considered. The researcher aims to develop a strategic direction of Green's Health that enables to improve performance and obtain a long- term survival and sustainability versus other similar operators.

A combination of primary and secondary research is undertaken for this project. Firstly, in order to indicate the strategic plan of Green's Health, as a secondary research, the relative literature reviews are discussed. Secondly, by questioning the customers and interviewing the business owner, the deficiencies that the literature review has not covered can be made up as the researcher's primary research. Therefore, the result is that a strategic plan of Green's Health was indicated, in order to develop its long-term success.

This research project involved the strategic plan, market strategies and implementation of online business to keep green's health growth. The strategic plan of Green's health is found that the mission of Green's Health defines the targeting customers as Chinese young females who not often travel abroad but values health much. In order to attract these type customers, the business develops their culture and core value to satisfy needs of customers and provide them the most comfort environment and good serving attitudes. Through the SWOT analysis, the business retains the advantages in low pricing, various choices of commodities and language priority. Meanwhile, in market strategy, analysing the market mix enables to enlarge market sales and provide better purchasing experiences for customers. In addition, the innovative option is to develop a wider and more mature internet platform to achieve a better operation performance and transfer our personal, friendly services to more customers in the near future.

## **Abhishek Joshi and Geoffrey Mather**

### *Strategic Management*

#### **Abstract:**

Melville Supermarket is a newly establish business in August, 2015. The purpose of this research is to develop a strategic plan for Melville Supermarket to provide this business with a strategic focus and strategy for next few years.

The primary research methods that were used were interview and customer survey. The interview helped to answer the question about what is vision, mission and values of Melville Supermarket where as survey was able to identify the SWOT analysis, internal and external environment and market analysis of the business. The secondary research method that was used was literature review which helps theoretically to identify which areas primary research should be focusing on. The primary research is able to fit in with the secondary research.

Tentative conclusions are that: Melville Supermarket should have its vision as customer satisfaction and retaining the loyal customers of the business; its mission should be increasing flow of customers coming to store and increasing in the sales of the business; for the values for Melville Supermarket further research is need to be done; from the SWOT analysis for the Melville Supermarket, the business should be focusing on customers satisfaction and the quality of the product the business provide and potential opportunity for this business is to get the liquor license, as it could convey from the result of customer survey. There is very limited research available on how to do strategic planning for a small business, so anyone who is connected to small business will find this presentation very useful.

**Abhishek Sharma and Beverly Taylor**  
*Human Resource Management*

**Abstract:**

Recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the project entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes at KITA Ltd.

The methodology used for this project is primary research. I am working for this company as an intern and interviewing the manager for the research purpose. The interviews with the manager are helping me to have a better understanding of Human Resource activities carried in a business and how to deal with various issues. In this project I have learned to practically apply various recruitment and selection methods.

I have also identified various problems encountered during this process. These problems include hiring the right person which is common and biggest problem in today's business world. Organisations often fail to select right person for a particular job. In this project I have tried to identify right techniques to recruit people in a start-up company. The findings are explained in detail, with various recruitment solutions, in my final report.

**Aswathy Anoop and Denise Harnett**  
*Operations and Production Management*

**Abstract:**

Software are used in many of the organizations to share information and managing resources. Community Living Trust is a non-profit organization based in Hamilton supporting people with intellectual disability. As part of the change management process, Community Living Trust want to learn and use the latest cutting edge project management tool. Microsoft Office Project Server is a project management software that enables organizations to manage and direct projects and resources across the enterprise. It supports project teams in collaborating and in managing their project documentation and deliverables. The aim of the research is to investigate the feasibility of implementing MS Project Server in Community Living Trust for managing projects for cross functional team. The main focus of research are, (1) Understand the benefits of using M S Project Server, (2) Usage of M S Project Server in piloting a current program,(3) Evaluate the use of M S Project Server as it relates to the operations of Community Living Trust. The primary research method selected for this research is semi structured Interviews. The purpose of the research interview is to explore the views, experiences, beliefs and motivations of respondent on software implementation process. Interviews were conducted with Business Operations Manager and Operation Team Leader of Community Living Trust. Result of the research are still being analyzed, but the preliminary findings indicate that MS Project Server meets the objectives of organization in terms of collaboration, resource management and integration to other applications.

## **Kunlun Dong and Denise Harnett**

### *Operations and Production Management*

#### **Abstract:**

Business Intelligence is a discipline that focuses on managing data and information to make better decisions. In order to collate, analyse and disseminate the vast quantities of information, business intelligence has become the lifeblood of organisations. The use of software such as Microsoft Power BI has become the main tool in this field. Community Living is a non-profit organisation based in Hamilton which provides support for families and people with intellectual disabilities in Waikato region. As the organisation is growing, previous processes which don't allow for visual report cannot meet the needs of senior managers anymore. In light of this, the purpose of this research was to investigate the feasibility of Microsoft Power BI to improve analysis, presentation and dissemination of property issues and repairs information. Two semi-structured interviews were carried out with the concerned general manager and the property issues and repairs manager. The project is still undergoing, but preliminary findings indicates that Power BI is compatible with the property issues and repairs database. The templates developed from the pilot study met their criteria and initial feedback were positive. Further modification is undergoing as the application grows.

**Karandeep Singh and Denise Harnett**  
*Operations and Production Management*

**Abstract:**

The context of my study is to Reviewing the induction program for new staff at Domino's (Nawton). The concern thing about this project is to aware about onsite incidents that is normally happens in every organisation. Its organisation's responsibility to get familiarise each staff member to their work. By introducing everyone to their work, staff members and teach them about work criteria can be minimise online incidents.

Data sources for this research are Primary and secondary. Primary method is face to face interview with general manager and the staff members. By using this method, I can easily interact with staff member and know about their problems facing while working. Secondary sources are online research projects, articles, newspaper, magazines etc. Most common problem they are facing is how to deal with customers in busy time when customers feel they are not getting response in better way. Secondly, they get stuck while taking orders by phone. Moreover, they are not able to meet delivery deadlines.

In this research, I concluded that organisation has to give proper induction program for at least 2 days before start the job and teach them about every single task so that while working they can handle each and every step with proper way. By this way, staff members will be in benefit by performing well and take good feedback from customers. Moreover, organisation will also be in benefit by increasing sale, reduction in labour cost, minimise the wastage by efficient use of resources and increase productivity.

**Arun Vijayan and Denise Harnett**  
*Operations and Production Management*

**Abstract:**

Business intelligence is an umbrella term that refers to a variety of software applications used to analyse an organization's raw data to generate various types of visualizations that guide in decision making. Community Living Trust is a non-profit organization that supports people with intellectual disabilities within the Waikato region. In order to achieve better integration, flexibility and analysis of data across different sectors CLT was testing the compatibility of different software. The purpose of this research was to examine the feasibility of Microsoft Power BI software to improve Health and Safety presentations in the organization. Power Business Intelligence (Power BI) is a business analytic software that has the ability to extract raw data from any cloud-based data source and converting them to visual templates such as dashboards and interactive reports. This helps to analyse the strength and performance of the organisation. Primary and secondary research methods were used for the project. In which semi-structured interview was the primary research method and collecting and analysing previous health and safety reports and related journal articles were part of secondary research. Group manager of Business support and Health and Safety advisor were the participants of the interview. Preliminary findings show that Microsoft Power BI software is compatible with the current CLT platform and would meet the needs of the Health and Safety sector in Community Living Trust. The created dashboards show that the visualisation templates of Power BI meets the client requirements and criteria. Feedbacks received from the clients are positive with only minor modifications required. Further modifications are being carried out in order to obtain better results.

## **Chandan Kumar and Denise Harnett**

### *Event Management*

#### **Abstract:**

Hamilton City Oaks (HCO) is a hotel managed under the Australasian VR Hotels Group. HCO is a 4.5 star rated boutique Hotel located in Victoria Street, Hamilton. Its four restaurants are sub-leases to external companies and one of which is K&Q Restaurant owns and operates by a Chinese manager at present. K&Q provide hospitality services for both public and hotel guests, as well as organize private functions at its banquet hall.

Event management has become an important aspect of hospitality sector the purpose of this research project was investigate the 'what makes a successful event?' and this is done by analyzing the event process and procedures used at K&Q Restaurant to deliver events. Primary data was collected using semi-structured, interviews with the owner of the K&Q and Manager of HCO, and personal observations.

Findings showed that the main problem is, the incapability of providing the required resources and people with required skills to perform the tasks. Also the unexperienced staff and less follow-ups on the events were pointed by the manager at K&Q as issues the restaurant face. Further I observed the poor communication strengths and poor marketing systems at K&Q are some barriers in event success.

The K&Q can overcome these barriers and success in events organizing, if the management apply the following changes recommended in the research project. At first K&Q has to increase the employees and other resources the restaurant need to provide a quality service. While they hire new people to increase the staff, the restaurant have to hire few experienced staff and providing a training for the unexperienced existing staff. An event diarizing system with follow-ups has to be introduced to the staff, so they follow-up on events and keep notes on any changes. Developing the K&Q restaurant website and hiring an Assistant Manager or an Event Manager with good communication skills will bring success at K&Q in all events organized by them.

**Kawaljeet Singh and Denise Harnett**  
*Strategic Management*

**Abstract:**

Pizza hut Claudelands is a carry out and delivery restaurant, which receives large number of customers. Pizza huts are dependent on the rate of customer satisfaction. This research aim is on getting knowledge about the current level of customer satisfaction in the pizza hut claudelands. This research will also focus to find out why customer satisfaction is important for pizza hut Claudelands.

Methods used in this research are both primary and secondary. Primary data was collected through manager's interview and customer survey. The interview helped to collect the information about manager's viewpoint on customer satisfaction. Whereas, customer's survey gave information about the customers satisfaction on various dimensions. Moreover, secondary data is collected in the form of literature review.

My study finally reveals that there are certain dimensions in the Pizza hut claudelands which need to be look after in order to serve customer with better services and gain more productivity. Following are the areas customer service, food quality and speed of delivery.

To conclude, customer satisfaction is necessary for the Pizza hut claudelands. As satisfaction among customers increase it increase the number of loyal customer and as a result profitability increase. The whole research concludes that there are various dimensions which must be taken into consideration while evaluating the customer satisfaction.

**Sophie Zhang (Yuhong) and Denise Harnett**  
*Operations & Production Management*

**Abstract:**

Community Living is a non-profit organization, supporting people with intellectual disabilities to live their dreams through community connections. At present, Community Living considers the feasibility of using Microsoft Project Server to update progress on its Organizational Plan (2016-2018). Therefore, the research question is *“Is it possible to use MS Project Server to help Community Living to track progress on the Organizational Plan?”* The scope of the study focuses on project, project management, project management software, and reasons of changing project management software.

Primary research and secondary research methods were both used in the research. MS Project and MS Project Server were compared through the secondary data. Face-to-face interviews with Business Support Manager and Board Secretary in Community Living were held separately. As regard to comparison between MS Project Server and some software, Community Living’s finance situations, user feedbacks and its training plans, generally speaking, Community Living has the feasibility of using MS Project Server.

The research increases Community Living’s confidence in using MS Project Server, and offers recommendations that Community Living has better provide some official training courses for users. The research also has significant implications for small business and non-profit organization to change project management software.

**Simon Young and ??**

*Operations and Production Management*

**Abstract:**

There is much research and literature on smart workplace utilisation and the positive impact this can have on an organisation. These benefits range from financial improvements through to increased staff happiness, and organisational culture. This research report has been undertaken at the request of the Hamilton City Council Chief Executive. The report examines both primary and secondary data. Primary data was collected from other local bodies by way of semi structured interviews, and was supported by current literature and theory. At the strategic level, the preliminary findings from the research, suggest several common themes as rationale for the implementation of a work space strategy. These include the drive to reduce costs, improve staff collaboration, and increase staff happiness at work. At the implementation level, the common theme was that staff did not feel involved in the development of the strategy, however supported the change. Finally, at the operational level some staff felt that change was forced upon them, with others embracing the change and seeing it as a positive. Considerations that Hamilton City Council need to take into account if implementing a workspace strategy, include understanding and communicating the rationale for change throughout the organisation, and ensure that the entire organisation feels that they have input in to a strategy. Also, to include change management into the project management framework for any change and to understand the diverse requirements of their work force.

# Long Room 1

## **Janelle Darlington and John Gourdie**

### *Accounting*

#### **Abstract:**

Due to the fast growth of Smartrak Limited, stand-alone systems currently being used are unable to provide efficiency and functionality to run a growing company. Employees spend too much time duplicating information, re-keying numbers, or reconciling data manually. Current systems do not generate enough of, or the range of reports expected from an accounting package. Smartrak has multiple systems on different platforms. Adoption of an Enterprise Resource Planning (ERP) system allows a company to eliminate separate systems and replace them with one. Many have reported the benefits of ERP systems. ERP implementation projects come with the risk of failure, as does any project. Not all ERP implementations have positive results despite acclaimed advantages.

Implementation should be broken down into stages to manage the project successfully and increase rates of success. A project team was created to review current business processes. Semi structured interviews were conducted on key staff involved in particular business activities. Certain questions were asked and documented in flow charts and narrative to form a requirements document for potential software vendors.

From the interviews common themes were the Customer Relationship system needs to be further developed. Multiple systems are used across different platforms; some, which don't integrated meaning, duplicated information. The issue of human error and tasks not completed on time was raised more than once during interviews. This is no fault of the system itself but may be down to lack of training and time management.

The range of modules needed in the ERP will be selected to minimize current issues and provide the business with functionality it currently does not have.

## **Jie Wang and John Gourdie**

### *Accounting*

#### **Abstract:**

My research is about whether balanced scorecard can add value to Te Runanga. Balanced scorecard is a strategic management tool that is used for helping managers better achieve the organisation strategic goal. It forms up with four parts: finance (financial performance), customer (customer satisfaction), internal business process (efficiency) and learning and improvement (innovation). In this research, main functions of balanced scorecard and the importance of strategic goal are discussed in general situation. After this, using Te Runanga as a specific case, I will introduce new metrics that might be helpful and suitable for further improvements.

To find out this, I went to the organisation and talked with manager to get a brief understanding of organisational background. Then, based on the understanding, I searched literatures on internet and tried to find proper indicators and measurements for Te Runanga., I then interviewed the financial department, During the research, I used three methods: case study, action research and semi-structured interview. Semi-structured interview is applied because this mode of interview is more logical and gives interviewees the chance to express their ideas. And as the financial department (the client) and I (the researcher) exchanged information and collaborated in the diagnosis of the research, it is an action research. I am looking this problem specifically in Te Runanga, thus it is also a case study. The result is yes, the balanced scorecard can be useful for the Runanga. According to employees, they all think that balanced scorecard can be helpful for organisation. It is an effective way for high level managers to measure how well is the overall organisation performance, and to be more specific, they can find out their strengthens and weaknesses. So they can make improvement on weaknesses and grow up. Also, most metrics are regarded as significant and important for healthcare industry. This conclusion can be used and applied to other companies and entities, especially for companies related to health and safety. But this research has its own limitation, other companies and researchers need to concern about further issues that related.

## **Thomas Sebastian and Jannat Maqbool**

## *Operations and Production Management*

### **Abstract:**

How to maintain the inventory of a small retail business in a safe and cost-effective way? The main focus of this research is to point out one of the issues faced in the outlets of Look Sharp Store and that is Inventory control management. Look Sharp Store is a fast growing retail chain situated in various regions of Auckland and outside Auckland in New Zealand. The scope of the project lies within five areas, namely the Issues related to Inventory control management, Importance of Inventory control management in small business, Identifying Inventory management software used by small business in New Zealand, Comparing them and find out the best software, and suggest the ways or method to manage inventory in safe and cost-effective way.

In this research data is collected in two ways, the primary and secondary research. The primary method includes Interview and observation. The secondary research methods included books, Journal article, website, documents, literature Review. For better result, I had interviewed five interviewees from different retail business it includes manager and employees, three of them are in small retail business, one large retail business and the other is the manager of Look sharp. During the observation different information about the inventory control in store can be gathered and evaluated.

Research concludes that, Look sharp's inventory control management and technique are appropriate and the software that they are using is better than the other small retail business. The Inventory control techniques can be compared to the larger retail business. The research put forward the common inventory control management techniques, and software's used by the small retail business in New Zealand.

**Maggonage Fernando and Sukh Deo**  
*Operations and Production Management*

**Abstract:**

Learning environment is one of the most crucial elements in educational institutions, since students invest time and efforts to earn erudition. There could be variation in atmospheric condition from single classrooms to modern open plan learning studios. As the structural design of these learning spaces are different hence it could affect the learning outcomes of students. Ergonomics of institutions are significant field of investigation. This research project is based on Wintec. Wintec is one of the leading institutes in Hamilton, NZ which also known as the Waikato Institute of technology. This research project was focused to identify how well Wintec's one particular class room environment is performing on a trail period against DQLS (Design quality learning spaces) guidelines New Zealand and ascertain any discrepancies.

Data collection is an important part of this research project. In this project, data collection is based on one of the main strategies in quantitative method, which is obtaining relevant data from information system. The data collection method is concerned with analysing the real time data from Wintec information system. This method is highly applicable for analysing the dynamics of evolving relationships of Humidity, Temperature, Carbon Dioxide and Lighting using Power BI software. Power BI is a suite of business analytics tools to analyse data and to exchange ideas. For this research, data has been collected from an electronic sensor, which was installed at Wintec classroom. Power BI has visualized and analysed the data to ascertain whether the four factors were under the ministry of education standards. Also DQLS guidelines for standards have been gathered from Ministry of Education, New Zealand.

This project was proposed to check whether the environmental standards are being met in Wintec. This strategic tool and guidelines helped Wintec in undertaking some of the most demanding challenges of weather and environment issues. This ensures that Wintec operations are as efficient as possible, that increase productivity and help students to learn in a better environment.

**Rakesh Kumar and Jannat Maqbool**  
*Operations and Production Management*

**Abstract:**

The project is concerned with the management of inventories in a small business enterprise. It will reflect the problems occurs in the small businesses while managing the inventories and some solutions to overcome those problems. Many businesses in New Zealand (i.e. Dairy shops) gets problems in placing and storing the stock. A research is made on those bottlenecks and way out are find out in this research project.

Data for this project is collected from primary as well as secondary sources. Under primary data sources, interviews are made from different stores and observation in my own workplace. Secondary sources are Articles, books, journals, previous research projects, magazines etc. All the collected data is analysed. Literature review and research question connection is made to make data more reliable for solution to existing problems.

At the end it is concluded from research that most of the stores run out of stocks. They are not able to apply EOQ technique for cost effectiveness. All this happens because of size of business. These small businesses make small orders and easily run out. Moreover many SMEs have less storage space to keep stock for backup. Another problem found is concerned with display. These organisations have too many things (i.e. 2+ dollar shops), which are hard to display each and everything in good manner because of space constraint. Although some business have enough space but customers spoils the displays, as they are very choosy. Solutions to these problems are keeping some extra stock of demanded products and avoid stocking for least or no demanded products. Give proper attention to customer needs.

## **Jiali Zhu and Brent Wood**

### *Sales and Marketing*

#### **Abstract:**

As more and more Chinese health stores opened in Hamilton year by year, the competition rate is greatly enhanced. Green's Health is now losing customers and revenue as well as having difficulty in attracting new customers. The purpose of this research is to develop a sales and marketing strategy for Green's Health that aims to increase local brand awareness, customer awareness and sales based on consumer buying behavior.

ProQuest, books, and e-books were used to collect secondary data to support this research. Written survey method (a printed questionnaire form in Chinese) was used to acquire primary data. Wintec and Green's Health were the places of data collection. Convenient sampling was employed, samples size of this research is 65. Overall 65 printed questionnaires were given, 64 questionnaires were retrieved. Finding of this research include: (1) young people and middle age people are the primary groups in purchasing health care products; (2) WeChat is the most effective channel to increase brand awareness and customer awareness; (3) Price reduction is the most effective sale promotion in increasing sales; (4) Buy one get one free/buy one get another one in half price is the second effective sales promotion; (5) Refund or cash return is the third effective sales promotion.

During the research, some findings and recommendations were generated and might become the possible and helpful solutions for Green's Health to increase brand awareness, customer awareness as well as sales.

## **Ramyakrishna Manda and Brent Wood**

### *Human Resource Management*

#### **Abstract:**

In Competitive Business world employees are the major asset for development and achieving their goals. This project is conducted on the Mix Kitchen & Bar Restaurant located at Hamilton centre. It is a newly started business. The restaurant facing low employee performance issue. Employee act as wheels for running the business vehicle on right track. Significantly, Customer service is important for restaurant business for making Customers into “happy customers” and this task is target for employee. To resolve the problems related to Customer service, Employees should act as more responsible to ensure positive customer experience. “Employee Empowerment” is the management strategy applied for stimulating employee performance.

Employee Empowerment is the ongoing process of providing the all tools, resources, training, encouragement, and motivation to employee’s optimum level performance. Empowerment means making employee as more responsible person throughout the business practices and they act with sense of autonomy. It leads to their engagement in task accomplishment with more critical and creative thinking. For finding customer orientation The Spearman correlation test, regression analysis and path analysis are used for empowerment effect on customers.

Questionnaire is used as primary research method for managing time with research and workplace. Based on this survey all participants are involved more honestly. Output of research survey shows three perspectives. Those are: Employee perspective, Manager Perspective and Owner perspective. Through employee’s point of view they are performing tasks with sense of value, they are motivated by intrinsic motivation, and they act as more responsible for making customers happy. As per Manager Perspective he or she empowered by owner in decision making and on employees authorities. By owner of the restaurant perspective the better strategic plans are applied for business growth. He/she concentrates on staff performance Very supportive, encouraging to the staff and makes the

workplace environment comfortable to the staff and giving authorities to making decisions on critical situations.

Therefore according to literature review (information gathered from secondary resources) this thesis is very helpful to resolve problems which are related to the Employee performance. In today's Competitive world making Customers happy is an essential element for restaurant business economy and it can be achieved through better employee performance. So, management turn the concentration to more eye on employee activities for making them in to more powerful by increasing confidence and sense of worth. Transformational leadership practices are useful to empower the employee. When employees feel more responsible towards resolving the issue definitely they act hardly and with more ideas, and instantly they get the job satisfaction and they feel more capable. It gives rise to more employee involvement in job. It results to the better customer service, leads to the innovation in the business with low cost.

**Sandip Jhajj and Brent Wood**  
*Human Resource Management*

**Abstract:**

The enhancement of technology and competition has brought changes in all sectors, especially made changes in grocery stores. The most important concern of the organisations is to obtain the customer satisfaction as well as profit. Hence, some organisation applied different motivational forces to obtain this. Meanwhile, those organisations attempt to focus on employee performance.

The primary aim of the research is to assess the drivers of motivation and the impact of motivation on employees' performance. The study used the survey research design method for data collection. Therefore, the study collected the data from a sample size of 11, three from managers and eight from employees of four grocery stores at New Zealand. Study made basic analysis of descriptive method to analyse the data.

The study finding reveals that managers used different motivational factors to motivate the employees in grocery stores include greater responsibility, job security, support and a good relationship with their peers, performance appraisal activities, good safety measures, company recognizes the performance of employee and effective promotional opportunities. Based on these factors, the employee performance was obtained via effective cooperation, sharing task responsibility, meet customer demand, meet deadlines, rapid response in task allocation, have sufficient knowledge about the company's goals, performance is high, effective and handle well criticism of work.

It could hence be concluded that motivational factors made impact in performance of employees of particular four grocery stores in New Zealand. Based on this impact, the grocery store obtained a good performance of employees led to well-developed growth. Management can develop novel theories such as Maslow's hierarchy theory of needs, goal setting theory and Herzberg's two-factor theory to make sure the employees to obtain the well-performed work.

**Blair Hingston and Beverly Taylor**  
*Human Resource Management*

**Abstract:**

The research undertaken for the Hamilton City Council involves obtaining feedback from unsuccessful job candidates on their experiences through the recruitment and selection process.

The Hamilton City Council has 1104 employees and is one of New Zealand's largest city councils. Prior to this research project, the council did not have a formal method of obtaining feedback from job candidates. It is important for organisations to get feedback from candidates as it can assist with future improvement in the recruitment and selection process. The image of the employer is vital in selling the employment opportunities to potential employees and the first impression of employer branding for candidates starts at the recruitment and selection stage.

The methodology for this project was for the researcher to conduct a survey of unsuccessful candidates who had applied for positions at the Council, during the last six months. After receiving Ethics Committee approval, contact was initially made by email to provide information on the project and obtain the informed consent of potential interviewees. Telephone interviews were then conducted with twenty past candidates. The information from these interviews is currently being analysed and the findings and recommendations will be included in a final report to the Hamilton City Council.

**Roshni John and Beverly Taylor**  
*Human Resource Management*

**Abstract:**

The Health and Safety at Work Act, 2015 was enacted as law in New Zealand in 4 April, 2016.

“The Act is part of Working Safer: a blueprint for health and safety at work and reforms New Zealand’s health and safety system following the recommendations of the independent Taskforce on Workplace Health and Safety.” (Ministry of Business, Innovation and Employment, 2016, para. 1).

“Working Safer is aimed at reducing New Zealand’s workplace injury and death toll by 25 by 2020. It will require leadership and action from business, workers and Government to achieve this goal. The Act’s key emphasis is on everyone in the workplace being responsible for health and safety.” (Ministry of Business, Innovation and Employment, 2016, para. 1).

This project identifies health and safety issues in the plastics industry and the project is related to a specific business. However due to confidentiality the name of the business will not be revealed.

The methodology for this research is desktop project, not involving interviews or primary research. For this project I have carried an examination of the key parts of the new Act. From the research I have identified a range of health and safety issues which would be of importance to this type of company. This includes the identification of hazards, the development of safe working practices, providing quality staff training and an induction programme for new staff. The findings will be discussed in detail, with a health and safety manual, in my final report.

Source: Ministry of Business, Innovation and Employment. (2016). *Health and Safety Reform*. Retrieved from <http://www.mbie.govt.nz/info-services/employment-skills/workplace-health-and-safety-reform>.

# Long Room 2

**Annie Teng and Dhammika Silva**  
*Strategic Management*

**Abstract:**

This report is going to identify and discuss ways in which a small business can be successful. The report is based on secondary research.

The scope of the project discusses growth strategies for small business; employees' performance and job satisfaction; how leadership enable business success; and how leader motivate staff in order to get job satisfaction, which is related to employees' performance and job satisfaction. An analysis of customer satisfaction and environmental change that includes identifying SPENT factors and SWOT analysis.

The business environment is generally based on two environments, one is the internal environment, and another one is the external environment. Both environment strongly affect the business. In order to identify factors affecting the business environment, a SWOT and SPENT analysis has been performed to gather data on current practices. Once the data was analysed, best practices have been recommended.

Also the report analyses three success small business in New Zealand through SWOT analysis, porter's five force theory, corporate Social Responsibility/Ethics as part of management's best practices, to enable employee Performance/Satisfaction and customer satisfaction.

In the result, the report found that, both three businesses are generally paying a lot of attention to lessen their weakness, increasing their opportunities, in order to expand their market and reducing the affect that threats will bring to the firm. Within those small businesses in New Zealand, obviously the best one to deal with the problem is Starbucks. Then in the discussion section, those three businesses will be compared and discussed through the factors that are mentioned above. Following the conclusion, the report will outline recommendations aiming to help small businesses to be successful.

## **Ying Chen and Dhammika Silva**

### *Strategic Management*

#### **Abstract:**

This report is focused to build up a business case for an external partnership with SPCA for Wintec's veterinary clinic, which aims to analyze the feasibility of the expanding areas within the veterinary clinic. In order to identify the achievability, several areas within scope have been defined to justify the aim of the project. This includes the prospect and market environment of the veterinary industry, outlines the strategies for business growth, investigates the strategic partnership management and illustrates the business funding sources to make financially sustainable. By looking into these aspects, it helps to come up with strategic plans or ways of partnership management with SPCA based on the great understanding of the industry itself and making sure the veterinary clinic can be run financially successful. Under these circumstances, the feasibility of the business case can be addressed.

This research is a mixed methods analysis. For the quantitative analysis, data will be gathered through a questionnaire, which will be disseminated to all Wintec staff in an electronic form and 100 students in a paper form, which is expected to map out the public awareness of animal welfare and the involvement of animal handling workshop.

The purpose of this will be to ascertain the potential of running a workshop as a part of the business case. For qualitative analysis, results will be gathered through interviews of students and staff within the veterinary clinic, community and SPCA, which aims to capture the concerns or current issues in the industry and accordingly to bring about some possible improvements or cooperation with SPCA.

Due to the delay in the ethics approval, no results or recommendations can be provided at this stage. However, I envisage that given approval of my ethics application, that the outcome of the research will enable better understanding of the feasibility of this business case.

**Qingquan Jiang and Dhammika Silva**  
*Strategic Management*

**Abstract:**

This study use Melcome company as the research objective, ascertaining its internal and external performance. The problem I am trying to solve in this paper is attempting to find out Melcome company's current business situation and existing problems. The approach I adopt to solve the problem is according to my one year work experience at Melcome company and using questionnaire and Internet searching to gather elements. Also, through face-to-face interviews with customers and exchanging different opinions with colleagues within the business. I have also participated in company conferences.

The results obtained in this research include that I learned that there are some problems that are existing in Melcome company. For example, internally, Melcome company has very low working satisfaction, Employees are not satisfied with their work environment and expect that working conditions will improve and reduce work pressure. Employees sometimes do not understand well the instructions of the leader. The company is not good at projecting an effective strategic goal for long-term growth. Employees are not having confidence in the company's future. Employees of Melcome company want to obtain job skills training and job promotion and salary increases. Within the external environment, Melcome company is facing competitive pressure from the opponent companies, as well as facing the pressure from the raw material and labor prices increase.

Through the study of Melcome company, I realized that Melcome company must also meet the internal and external conditions immediately. Within its internal environment, Melcome company must strengthen enterprise management, improving employee satisfaction and make very clear strategic objectives and provide more opportunities for staff skills training. Within the external environment, it is recommended that Melcome company should provide high-quality products and excellent services to improve their market share.

**Abstract:**

Non-profit organisations, as a complementary to governments' service, have covered in education, health, religious, charitable, scientific, and human services in thousands of communities. The project is to identify what accountability occurs in non-profit organisations using Hospice Waikato as a case study with a goal to seek improvement where accountability is lacking. The research will discuss both internal and external accountability placed on the organisation and identify the communication between the organisation and stakeholders. It is important for a non-profit sector to identify the accountability carried out with different stakeholders, because the organisation is well aware of recognising its strengths and weaknesses of operation and communication.

The results are based on response of the questionnaire for stakeholders of Hospice Waikato's OP shop. The questions are around the way that people know about Hospice, the communication channels and frequency between Hospice and the stakeholders, the satisfaction of the stakeholders about the current communication, and the stakeholders' expectation on the interaction. Responses from the stakeholders are three out of five and 52 responses are received. The result shows that the stakeholders of non-profit organisation are different from the stakeholders of profit organisation, because they are not discrete groups, and they overlap and interweave. Although the gap between the information and feedback provided by Hospice and the expectation of stakeholders is excited, the overall satisfaction is quiet high.

The accountability for the profit organisation is different with various stakeholders, but the conclusion for this report states that the non-profit organisation takes similar accountability for the different stakeholders. As soon as a non-profit organisation realise the overlap of the stakeholders, it can find the right direction for the communication to improve performance and satisfaction.

**Manisha Tushar Dhote and Grady Pahl**  
*Operations & Production Management*

**Abstract:**

Security By Design, Inc. i.e. SBD is in the business of installing alarms and CCTV cameras for different clients for safety and security and also offers Alarm monitoring and other security services. Despite being an authorized dealer of the world's largest security services company, it is facing few challenges in better servicing current customers and attracting new ones. The purpose of this project is to find opportunities for SBD and how its current database can help to generate more revenue following a systematic and more efficient way of data collection and new clients' information for expansion of its business.

Generally, the investment requirements for database management is quite large but SBD does not need to invest heavily although necessary, since there are numerous low cost options are available. It needs to explore data gathering process that best suits its need and budget and should be making use of important data to its firm to use for MIS. Data analysis will assist to plan its business strategy roadmap. Current data structure modification will help accommodate changes as per its revised business plan. SBD should focus on database modification to collect more data to extract behavioural pattern by using reports. Risk assessment and risk management is key for them but should be more cautious about it, as it involves personal information about their clients. It should assess the need for data archival based on their transactions, frequency of analysing the user data. The cost and security of the chosen archival process is important too.

SBD always makes sure that client enquiry will not only be given priority but will be expertly administered at all stages. Therefore, there will always be an opportunity to get the repetitive business from existing client. Improvisation of its database would greatly assist to investigate integration of data and application changes, regulatory compliance requirement and most important managing database change requests.

## **Ranjit Singh and Grady Pahl**

### *Operations and Production Management*

#### **Abstract:**

When we asked to do a research project, first of all it was hard to decide what to do but after talking to tutors and other seniors. I came with idea of researching on Oakberry Farms Ltd in regards to their procurement and operational efficiency. As any SME's basis of working depends on how they operate. Oakberry Farms Ltd is having great business but still it has a lot of flaws. The act of obtaining or buying goods and services. The process includes preparation and processing of a demand as well as the end receipt and approval of payment is called procurement and operational efficiency is the capability of that organisation to deliver those services.

My project revolves around Operational Efficiency of Oakberry Farms as you all know that to any company to be successful, it has to have all means with which it can deliver its product and services. While researching on Oakberry Farms, I used observing method where I observed that they only have 3 permanent staff members and they all are family members, except one operations manager. They do not have permanent teams of picking and packing staff. I believe the way they work is very different and it's worth it as they don't have to worry about the pay rate and work going around their farm as everything is done and maintained by contractors and in the end all they have to worry is about delivering those products to their customers.

In the end I believe that if Oakberry Farms hire their own small team of pickers and pack house staff then they can get more profits and better way of operational efficiency. Also, increase their online presence with a website and social media with which customer can reach them directly. They can also have a strong team culture which boost success in the business. For a running a company, we need to make changes according to the changing time and style of working.

**Jitendra Singh Rathore and Grady Pahl**  
*Operation & Production Management*

**Abstract:**

Background of research is to identify the operational effectiveness and efficiency at the food court Te Awa at the base. Traditionally, food court has different restaurants all around with open space in the middle where people sit and eat. The arrangement too is informal and accessories around are less as the stress is on food and not on ambience. The obstacles that hinders the quality customer services are improper usage of resources, inappropriate roaster, lack of recycling of waste product, proper disposal of waste food. The food court belongs to ISS Facility Management Services. The cleaning services are outsourced by the ISS, and entire operation is covered by ISS New Zealand. The operation involves routine cleaning activities at the food court. Processes and protocols are followed to deliver the essential outcomes. The study further divulges the minute analysis of resources being used to achieve the results while adhering to the best safe and quality work practices.

The research method used to collect the information in this study is primary followed by observation of process and people and in secondary method referred to journal articles, case study, website articles, and online books. While observation it was most crucial to remain unbiased and neutral to maintain the authenticity of report. The outcome of this research is to enhance the operational efficiency and effectiveness by providing affordable, quicker, solutions after analysing the existence processes in rostering, recycling of waste product, waste food management.

The final findings reveal that the efficient and effective operation needdnotes, resources to be used judiciously and workforce should be trained and motivated to perform tasks. Recycling of waste material is very important.

**Abstract:**

The Introduction of cross-border taxation is because of the way in which principles are connected to income and profits earned from source states. Generally speaking about the circumstance which shows double taxation are dictated by the facts and rules applied by the government of different jurisdiction on the incomes and the profits subject to tax within and outside their jurisdictional frontiers. The expulsion of double taxation is a need to safeguard the economic development of relations internationally since it influences effectiveness and competitiveness of exports of goods and services. International Double Taxation has always been a prime topic. Many scholars around the globe have been debating about it for years.

This paper discusses various issues around International double taxation in context to “cross-border VAT/GST” and issues related to the “Permanent Establishment (PE)” in the current fast changing economy, after the inception of e-commerce and globalisation of multinational companies across jurisdictional frontiers and the amendments made by OECD and other tax experts to update and improve the concepts of double taxation agreements.

Firstly, this paper reviews recent academic and realistic research on VAT/GST issues related to international transactions and on Permanent Establishment (PE) issues in context to e-commerce. Secondly, it scrutinises three cases which fall under the above-mentioned issues and explains the various data and respective returns studied to find out the corresponding problems in various aspects.

Thirdly, it includes analyses of results and how the people are trying to become opportunistic in every case which affects the government revenue on a large scale. It defines how these results show an application and connection to the other literature reviews discussed earlier in this paper. Lastly, it states the conclusion and applicable recommendation to the research found. It is clear from the inception of this era that it is a world of information exchange and computerization which demand for effectiveness of implementation of cross-border VAT/GST and Permanent Establishment (PE) rules without effecting and imposing various obligations on economically adverse entities.

**Ramandeep Kaur and Clinton Alley**

## *Accounting*

### **Abstract:**

B Singh and J Kaur are running two different businesses in the different New Zealand registered companies. They both are shareholders and directors of the companies. They are both actively involved in the business. B Singh is also working as an employee under some other employer and at present is also working as an independent contractor. They both own their residential house in Trust and have rental property in the partnership. They also have investments in shares and bonds from where they get dividend and interest.

At present the client is keeping some profits in the company and distributing other part as shareholder salaries. Investments are under partnership and sharing income equally whereas only B Singh is working as an independent contractor and as an employee and this income is treated under his personal tax return (IR3).

Based on current situation, their Residual Income Tax liability in total is \$14947 and they needed to pay \$20500 as Provisional tax (annexure 3-7).

The client's aim is to restructure his business activities and investments to minimize personal liabilities, Safeguard assets, minimize tax implications and easy succession. For this, there are five possible situations that could fulfill client's requirement such as:

Case1. Company not keeping profits rather distributing all as Shareholders Salaries equally

Case2. Companies not distributing any profits to shareholders rather keeping in company

Case3. If all other business activities are put under company

Case4. If all business activities are put under Partnership

Case5. If all business activities put under Trust and profit not distributed to beneficiaries.

After analyzing data under above situations, it is found that the case1 is more beneficial to the client as he need to pay less tax liability i.e. \$13913 as compared to other options. Although tax liability under case 4 is minimum \$13661 but that is the case where everything needs to be kept under partnership and client wants to minimize his personal liability. So we recommend him to keep business in the company which again fulfill his aim of easy succession because it is easy to transfer shares from one person to another. It is also an advice for him to keep his personal residence under Trust and make those as beneficiaries whom he wants. We also recommend him to have 'Prenuptial agreement' before his son's marriage. All these recommendations are based on current financial data. The client was well satisfied with this research and recommendations.

**Qiaowei Tang and Reza Yaghoubi**  
*Strategic Management*

**Abstract:**

The purpose of this research is to explore how does customer satisfaction improve sales for business under investigation (Well-mart).

According to the literature review, the key worlds of searching are 'customer satisfaction improve sales', and 'how to building customer satisfaction'. The research will describe make a good relationship with customer, listening to customers, and after-sales service is very important for satisfying customer needs. Moreover, the research will also indicate the target market of Wellmart and segment the target market in detail.

In recommendation, there are some areas to suggest, which are building customer service department, improve store environment and increase more cashier. To building customer service department, its help for customer easily and quickly to solve the problem about the product. For the store environment, I suggest to change some product layout at Well-mart, and each product should has clear price tag.

In conclusion, the research find out that most customers are satisfied for price and quality of product at Well-mart. Also, some customer are not satisfied for customer service and check-out speed.

**Yifan Zheng and Reza Yaghoubi**  
*Strategic Management*

**Abstract:**

At the beginning of this semester, I got a placement in Sunshine Health which is a health products retailer. Comparing to other health products retailer in Hamilton, Sunshine Health is new for the health products industry in Hamilton. Owner of Sunshine Health try to do their best to operate Sunshine Health well and the Sunshine Health indeed attracted more and more customers. However, owner have found that sales have decreased from this year. As a researcher, I used all my knowledge which learned from my Bachelor study to find the possible reasons that lead to the reduction of sales of Sunshine.

The paper survey has been used in this project to investigate the customers' opinions about health products industry and Sunshine Health, the customers who visited store between 25<sup>th</sup> April 2015 and 10<sup>th</sup> May 2015 will be invited to participate this survey. The survey is not compulsory. The reason I chose customers as my survey target is because customers know Sunshine Health's weakness and strengths. Moreover, the customers who purchase health products will know what are the important factors for a health products retailer. The customers who participate the survey will be asked to fulfil a questionnaire. After all questionnaires were finished. I started to analyse these question and showed it on the report.

The results of the survey clearly showed what are the reasons for Sunshine Health's reduction of sales. These reason will be identified in the presentation and reports.

**Runqin Chen and Jannat Maqbool**  
*Strategic Management*

**Abstract:**

This research project is to analysis risk management in my host organization “Glorious Construction Ltd”. Glorious Construction Ltd is a new created company in Auckland. The report used SWOT analysis, PEST analysis and Porter five forces analysis this organization. The research question in this research project is to develop and identify recommendations for risk management. And the literature review was explained and analysis this research question in detail.

The findings of this study provide useful data to explain how are the employees thinking in the workplace about risk management. Some graphs, tables and diagram above are showing that some data was statistic by technical statistics. However, this research has found out some problems about risk management in the host organization and will give some recommendations for it.

**Nirmal Bhardwaj and Jannat Maqbool**  
*Strategic Management*

**Abstract:**

The research title is Strategic Planning in Non-profit Organisations in New Zealand. This project is on Jumble around Incorporation which is opportunity shop (OP-SHOP) and situated in Leamington, Cambridge. The researcher is doing volunteer job in this incorporation that is why she has chosen this incorporation for project because it is convenient to do research while doing volunteering there. The researcher has purpose behind doing research. The main purpose of the research on this project is to identify that how can it grow more effectively by eliminating its issues and barriers and what are the recommendations to bring improvement in this business while doing SWOT analysis and PEST analysis? She has done literature review too to find out solution for queries.

Moving further, this business is going well but the researcher opine that this incorporation can succeed more while abolishing business's issues and constraints. She has identified some weaknesses and also found some recommendations so as to root out the issues and to make this business more effective. The research on this project will prove fruitful because it will aid to bring improvement and expansion in the growth of the business.

Moreover, to research, the researcher chose primary and secondary methods. She did personal observations, mailing questionnaire and direct interview. Initially, the researcher got ethics approval so as to ask questions to the president, committee members and customers by using above said methods. After that, she got answers of that queries which she had set in the research proposal. On the basis of these answers, the researcher finally got the conclusion with recommendations for the business.

In a nutshell, she got some recommendations for the business. Firstly, this business can have more volunteers if they provide some reward to the volunteers such as special gift. All volunteers are not familiar to each other so committee should organise a lunch or dinner so that everyone could know each other and become friendly. Moreover, this incorporation has less storage area and the business premises is also on lease so the researcher thinks that government should donate a property where this

organisation has established because the business premises is on lease so they would have to go somewhere else if anything happen or government can donate enough property where this business could set up and also could end up some problems like only one changing room, less storage space for stuff to go longer and for next season clothing. Last but not the least, committee should purchase an EETPOS system so that customers will find it easy to pay quickly rather carrying cash. Hope, this research project could help this business to improve and grow more.

## **Kirushika Asokan and Sukh Deo**

### *Operations and Production Management*

#### **Abstract:**

Maintenance has been operational for quite a long time and is particularly linked with budgets and downtime. In contemporary time accessibility, dependability and security are most sought after attributes in operations facilities. More and more companies replace the reactive ongoing maintenance strategy with proactive strategies such as predictive and preventive maintenance for the superlative performance. This project aims to state maintenance concerns for Clear-Vision Communications. Clear-Vision Communication is a leading company for fiber optic installation for commercial and residential. This project mainly focuses on developing a preventative maintenance schedule for tools, equipment and stock management for Clear-Vision Communication.

In this research method, Observation (qualitative data collection) method was used to identify the operations of the business. In this research ERP (Enterprise Resource Planning) systems have been used to overcome the maintenance concerns for Clear-Vision Communications. The implementation of ERP systems has been used as preventative maintenance for many organization. In the report, simPRO-software has been used as an ERP system to avoid unnecessary failures of the company operations in maintaining their tools, equipment and stock management. In growing competitive environment simPRO offers economical advantage by standardising software for entire operational workflow of the business.

The project was intended at finding way to schedule preventative schedules for equipment, tools and sock management. This simPRO scheduling method was useful for Clear-Vision Communication to their operational processes such as estimation, scheduling, purchasing, catalogues and invoicing. So with the usage of this software, materials and labours costs are easily controlled with reduced administration time. SimPRO leverages the time, providing greater control and direction for this business.

**Shan Thomas and Dhammika Silva**  
*Strategic Management*

**Abstract:**

The purpose of my research project is to develop a business plan for Wilson Motors Hamilton, a sole trader of second hand cars, to expand his car importing business. Business plan is a pre-planned document which helps to achieve operational and financial objectives of a business. A formal operation plan is essential for a recognized business, irrespective of its size, as it is for a start-up. An initial start-up of making a successful business plan is to follow Model Canvas Diagram, which is a layout of structure and strategy involved in your challenging pivotal activity.

In order to fulfil the above purpose, I have used different methodologies such as discussion, observation, surfing the internet, Q sort and rating. The literature review helps me to distinguish the relationships between notions, defines and evaluate key ideas and relates to research already completed in the area of learning. This study demonstrate the fact that the challenges and limitations are high for an ethnic migrant enterprise (SBE) like organisation.

This project purpose is to provide the audience a better understanding about the method, process and evaluation of a business plan. The project also helps to be innovative in respect of observation and clear about issues in the wider business market. The key point of the project is to give the audience an idea about the inaccuracies that can happen in the project plan and avoid any errors occurs in the future.