

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
PHEE-institute «Ukrainian-American Concordia University»**

Faculty of Management and Business
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work

Organizational activities as a general management function
(based on RANSBET SUPPLIES (2003) LIMITED case)

Bachelor student of the 4th year of study
Field of Study 07 – Management
and Administration
Specialty 073 – Management
Educ. program – Management

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Research Supervisor

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ABSTRACT

To succeed in business or an institution ,organizational activities and general management functions are essential. This work summarizes the theoretical approaches of organizational activities and general management functions procedures when it comes to a business or entity. Planning entails establishing objectives and how to achieve them,organizing is creating the organizational structure, assigning resources ,leading concentrates on inspiring and directing and controlling resources to fulfil particular goals , daily operations and decision-making. In the fast-paced business world of today, these actions are essential to attaining effectiveness, efficiency, competitiveness and adapting to changing environment.

Management of Ransbet Supplies (2003) Limited, are faced with the challenges of overriding their competitors to continue to maintain their position as the largest and leading retail company in Tarkwa.

This paper analyses the organizational activities and the general management functions of Ransbet Supplies (2003) Limited and proffers strategic ways and recommendations for improvement on organizational activities. The report prescribes or recommends that to improve upon the organizational activities and increase efficiency and organizational performance, management of Ransbet Supplies (2003) Limited should first adopt the stakeholders' approach to effectiveness. This approach recognizes all groups who can be affected by and can affect the organization should be given critical attention. This report puts a lot of emphasis put on customer feedback. Management of Ransbet Supplies (2003) Limited should continuously take customer satisfactions from their customers on such areas as price, quality and service. This will help the organization to understand and take corrective actions to rectify deviations from the company's mission.

In addition, the company must set up a department to research into innovative ideas and technological changes to improve upon the performance of the organization. Management should also lay out clear processes through which employees of the country can channel their innovative ideas, and there must be in place a reward system for innovations to motivate employees whose innovative ideas may prove beneficial to the growth, effectiveness and efficiency of the organization.

Keywords: organizational activities, organizational performance, general management, fundamental management functions, business environment.

АНОТАЦІЯ

Для досягнення успіху в бізнесі або установі, організаційна діяльність та загальні функції управління є важливими. Ця робота узагальнює теоретичні підходи до організаційної діяльності та процедур загальних функцій управління, коли мова йде про бізнес або організацію. Планування передбачає визначення цілей і шляхів їх досягнення, організація - створення організаційної структури, розподіл ресурсів, лідерство - натхнення, спрямування і контроль ресурсів для досягнення конкретних цілей, щоденних операцій і прийняття рішень. У сучасному швидкоплинному діловому світі ці дії необхідні для досягнення результативності, ефективності, конкурентоспроможності та адаптації до мінливого середовища.

Керівництво компанії Ransbet Supplies (2003) Limited стикається з викликами, пов'язаними з необхідністю випередити своїх конкурентів, щоб продовжувати утримувати свої позиції як найбільшої та провідної роздрібною компанії в Таркві.

У цьому документі проаналізовано організаційну діяльність та загальні управлінські функції компанії Ransbet Supplies (2003) Limited, а також запропоновано стратегічні шляхи та рекомендації щодо вдосконалення організаційної діяльності. У звіті пропонується або рекомендується, що для покращення організаційної діяльності та підвищення ефективності та результативності організації, керівництво Ransbet Supplies (2003) Limited повинно в першу чергу прийняти підхід до ефективності, заснований на зацікавленості зацікавлених сторін. Цей підхід визнає, що всім групам, які можуть впливати на організацію, і які можуть впливати на неї, слід приділяти критичну увагу. У цьому звіті значна увага приділяється зворотному зв'язку з клієнтами. Керівництву Ransbet Supplies (2003) Limited слід постійно опитувати своїх клієнтів щодо їхньої задоволеності такими аспектами, як ціна, якість та обслуговування. Це допоможе організації зрозуміти і вжити коригувальних заходів для усунення відхилень від місії компанії.

Крім того, компанія повинна створити відділ для дослідження інноваційних ідей та технологічних змін з метою підвищення ефективності роботи організації. Керівництво також повинно розробити чіткі процеси, за допомогою яких співробітники компанії можуть спрямовувати свої інноваційні ідеї, а також повинна існувати система винагороди за інновації, щоб мотивувати співробітників, чиї інноваційні ідеї можуть виявитися корисними для зростання, ефективності та результативності організації.

Ключові слова: організаційна діяльність, організаційна ефективність, загальне управління, фундаментальні функції управління, бізнес-середовище.

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Faculty of Management and Business

Department of International Economic Relations, Business and Management

Educational level: **Bachelor's degree**
Specialty **073 "Management"**
Educational program **"Management"**

APPROVED

Head of Department

Prof. Zharova L.V.

"24" січня 2024

TASK

FOR BACHELOR'S QUALIFICATION WORK OF STUDENT

Mabel Nyanful

1. Topic of the bachelor's qualification work

Organizational activities as a general management function (based on RANSBET SUPPLIES (2003) LIMITED case)

Supervisor of the bachelor's qualification work Olga Verkhohlyad, Ph.D.

Which approved by Order of University from **"25" September 2023 № 25-09/2023-1к**

2. Deadline for bachelor's qualification work submission **"20" December 2023.**

3. Data-out to the bachelor's qualification work: This BQW is based on Mabel Nyanful's internship in a business company Ransbet Supplies (2003) Limited. Information collected during the internship was used during the work at and the writing of the Bachelor Qualification Work.

4. Contents of the explanatory note (list of issues to be developed): This BQW developed the following issues: analysis of the evolution of management key

theories; investigation of the essence and main features of general management; analysis of core principles and concepts, functions, roles and responsibilities of an organization in terms of general management functions; studying of the specifics of organizational activities in terms of general management functions; studying the specifics of organizational activities in general management in terms of business objectives, decision-making, challenges and adaptability.

5. List of graphic material (with exact indication of any mandatory drawings):

Graphic materials were not used in this Work.

6. Consultants for parts of the bachelor's qualification work


Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Olga O. Verkhohlyad	Yes	Yes
2	Olga O. Verkhohlyad	Yes	Yes
3	Olga O. Verkhohlyad	Yes	Yes

7. Date of issue of the assignment

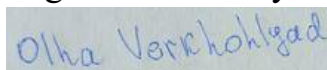
Time Schedule

№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of master thesis	10.10.2023	On-time
2.	II part of master thesis	10.11.2023	On-time
3.	III part of master thesis	10.12.2023	On-time
4.	Introduction, conclusions, summary	20.12.2023	On-time
5.	Pre-defense of the thesis	22.12.2023	On-time

Student


(signature)

Supervisor Olga O. Verkhohlyad



Conclusion: The student has researched and analyzed the operation of a business organization in terms of the General Management functions. This task was conducted based

on the information about Runsbet Supplies (2003) Limited. The Work is completed on acceptable level.

Supervisor Olga O. Verkhohlyad

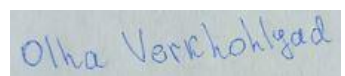
A rectangular box containing a handwritten signature in blue ink that reads "Olga Verkhohlyad".

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Ключові слова: організаційна діяльність, організаційна ефективність, загальне управління, фундаментальні функції управління, бізнес-середовище.

INTRODUCTION

BACKGROUND OF THE STUDY

Suffice it to say that businesses (private or state-owned) within a particular vicinity nowadays are well known by their constant modification, their international affiliation and their effectiveness in the market. For an organization to continuously excel in its environment, the internal practices and procedures must be managed systematically with full expertise. Productivity is achieved when the general management functions work fully and completely of all responsibilities. General management is defined as the method of organizing various roles, duties and responsibilities to achieve organizational victory. It involved a comprehensive strategy that includes strategic planning, effective decision-making, leadership, problem-solving abilities and good communication (Misra, 2015). Organizational operations include deliberate planning, decision-making, consistent working procedures and many more. The delays in performing these duties influence an organization's ability to achieve its targets, adapt to innovations, and maintain competitive in the market environment. Directors must understand their associations with general management to improve operational performance (Mahir Haračić, May 2021).

Within the basis offered by the four basic management functions, businesses can plan, organize, lead and regulate their activities. Each function outlines the organizational environment in a distinct way. Planning involves setting objectives and developing strategies, organizing deals with structuring and allocation of resources, leading is also focuses on training and encouraging employees and regulating ensures that the organizational actions are constant with instituted plans (Stretton, 2015).

Despite the numerous research works on organizational activities and general management functions, however, it is an indispensable fact that management duties of an organization are accomplished and vice versa based on a lot of

activities, hence the need for a thorough study of how different activities affect management responsibilities.

PROBLEM STATEMENT

It is proved beyond doubt that organizational activities and general management functions go hand-in-hand in determining the firm's ability to continuously grow from time to time as it requires both parties' efforts in coming up with different innovations in this modern-day business. Notwithstanding, the significant research made into the two elements, there is still knowledge gap on the diverse correlations and significance that subsist between organizational maneuvers and key managerial duties.

The issue in question limits from the lack of a thorough analysis of how specific organizational activities support and promote the implementation of general management functions, as well as how key management functions influence and shape the nature of organizational activities. This gap impedes a comprehensive knowledge of the mechanisms behind organizational performance, strategic decision-making, and operational excellence.

In dealing with this issue, the research seeks to fill a gap in the literature by providing insights that not only contribute to academic discourse but also, more importantly, provide practical implications for organizational leaders seeking to improve their managerial practices and organizational efficiency. The identification of this research challenge emphasizes the importance of conducting in-depth analysis into the complex connection between organizational activities and general management functions to increase our understanding of efficient organizational management in modern circumstances. (Gutterman, March 2023)

RESEARCH OBJECTIVES

The main objective is to give suggestion for improvement at Ransbet Supplies (2003) Limited. Specifically, this study sought to achieve the following objectives:

1. To analyze the organizational activities
2. To examine the general management functions
3. To explore the relationship between organizational activities and general management functions and on this basis suggest improvements for Ransbet Supplies (2003) Limited.

SIGNIFICANCE OF THE STUDY

This study will give suggestion for improvement at Ransbet Supplies (2003) Limited. Improvement or progress plays an important role in any establishment, and it is the primary aim of every business. Without it the business will not survive in the long run. Thus, it is very necessary to provide recommendation to Ransbet Supplies (2003) Limited to increase its operational activities. The research also attempts to provide decision-makers of Ransbet Supplies (2003) Limited with the knowledge needed to improve organizational effectiveness by separating the subtle relationships between activities and functions.

SCOPE OF THE STUDY

There are many factors that influence organizational activities and general management functions however, the current study is conducted to examine and provide insight about the relationships between organizational activities and general management functions based on Ransbet Supplies (2003) Limited. This implies that only of Ransbet Supplies (2003) Limited would be taken into consideration and not outside the boundaries of Ransbet Supplies (2003) Limited.

CHAPTER 1:

THEORETICAL FRAMEWORK OF GENERAL MANAGEMENT

The purpose of this chapter is to study the theoretical components of general management that can be in practice. The general victory of Ransbet Supplies(2003) Limited is attributed to the relationship between its organizational activities and its general management. Ransbet Supplies(2003) Limited activities cover a broad area of tasks and procedures that together support the fulfillment of its goals. Alternatively, the general management of Ransbet Supplies(2003) Limited deal with planning, organizing, leading, and controlling its activities to make sure they are supported with its strategic objectives.

An example to look at is Angie Natural Care Company(a locally manufacturer of body creams for Ransbet Supplies(2003) Limited) targeting to increase operating ability. The organization's activity could be the discharging of a modern production method. In this situation:

1. The general management will plan the outline for this modern method, defining goals, timelines, and resources needed.
2. The organizational activity will includes effecting the modern method, organizing groups and apportioning duties. The roles and duties within this organization make-up to support this activity is described by the general management.
3. The general management offers leadership to motivate and direct workers through the adjustment, highlighting the importance of this modern method.
4. As this modern method is fulfilled, the general management institutes mechanisms to supervise its operations doing amendment as required.

Theory-The relationship between organizational activities and general management can be explained through the general systems theory by Ludwig von Bertalanffy (Bertalanffy, 1969). This theory views organizations as complex systems with consistent and related elements. Relating this theory to the situation in question:

Organizational Activities act as inputs, signifying the numerous tasks and procedures within the organization.

General Management acts as the managing mechanism, coordinating and improving these activities to achieve an anticipated result.

According to this General Systems Theory, General management plays a significant part in continuing the succession by making sure that organizational activities are deliberately supported, effectively carried out, and logically structured.

To accomplish the purpose of the analysis, the following concerns are addressed and discussed in detail one after the other.

1.1. Evolution of Management on key Theories, its historical development and contributors

Management according to Harold Koontz is the art of getting things done through and with people in formally organized groups (Misra, 2015). A manager in any business environment must be capable of implementing all the five major responsibilities (planning, organizing, staffing, directing and regulating) to achieve a set target. Managers set goals, objectives, policies, procedures, rules, budgets, institute strategies and deadlines to achieve their plans. The three stages of business operations that go into running a successful company are: The first level, Top management (strategic planning) decides what businesses the company should be in now or soon. The next level, Middle Management (management control) includes processes that help manage those processes

assigned to the operational control level. The third level is operating management (the bottom level, operational control, indicates processes performed to control the company's operations). It is focused on specific duties. Managers use management theories made up of a broad group of suggestion to help direct their businesses. Management theories which are occasionally seen as 'transactional theories' have its emphasis on business, group performance and guidance (Misra, 2015).

Due to the rapid changes in the business setting, societal surroundings and high-tech environments in recent times, there also have management concepts progressed. The list below comprises of important management ideas, their historical evolution and renowned contributors that have had all-time effect on the field.

1. Classical Management Theories

Scientific Management (Frederick Taylor) (Taylor, 1911): Frederick Taylor, who focused on streamlining procedures for maximum productivity, invented scientific management. His studies on motion and time laid the foundation for an organized examination of workplaces.

Administrative Management (Henri Fayol) (Fayol H. , 1967): Henri Fayol outlined the fundamental duties of management, including organizing, planning, commanding, coordinating, and managing. The administrative leadership of Fayol offers an extensive framework for managing organizations.

2. Human Relations Movement

Hawthorne Studies (Elton Mayo) (Ónday, 2016): Elton Mayo's Hawthorne Studies were a step in the right direction toward comprehending the social aspects of work. His research focused on the significance of workplace communication, organizational dynamics, and employee morale.

3. Behavioral Management Theories

Abraham Maslow's theory (Anjanaben J. Trivedi, 2019) of human psychology led to the creation of Maslow's Hierarchy of Needs, which influenced concepts of motivation in management. Everything from basic physiological needs to self-actualization was included in this hierarchy.

Theory X and Theory Y (Douglas McGregor) (Dave Gannon, 2013): Two contrasting views of human nature—theory X and theory Y—that McGregor presented in his groundbreaking work had an impact on management and leadership techniques. Whereas Theory Y claimed that people are inherently driven, Theory X assumed that people hate labor and need coercion.

4. Management Science

Operations Research (OR) (Murthy, 2007): Originally developed for military use in World War II, operations research techniques have been applied to complex problem-solving in business decision-making using analytical and mathematical techniques.

5. Contingency Theory

Paul Lawrence, Joan Woodward, and Jay Lorsch (Luthans, 1973): Contingency theorists have critiqued management systems that are designed to meet all situations. They underlined that effective management depends on the situation or environment, encouraging adaptation.

6. Systems Theory

According to Ludwig von Bertalanffy's theory of systems (Bertalanffy, 1969), organizations are intricate systems made up of interconnected parts. Modifications to one part of the system could affect the others as well.

7. Total Quality Management (TQM) and Continuous Improvement

W. Edwards Deming and Joseph Juran (Chandrupatla, 2009): TQM is focused on continual improvement and quality assurance. Deming and Juran had a key role in highlighting the significance of quality in organizational processes, which had a global impact on practices.

8. Contemporary Management

The "Father of Modern Management," Peter Drucker (Can Uslay, 2008), emphasized entrepreneurship, innovation, and customer-centric strategies. Modern management practices have been inspired by his ideas. Some of the key contributions of Peter Drucker to modern management are Nature of Management, Management Functions, Organizational Structure, Federalism, Management by Objectives and Organizational Changes.

- ✓ Nature of Management: Peter Drucker resisted bureaucratic management and was in support of management with creative and modern features. According to him, the aim goal of management should be to invent. It could be achieved in the practice of merging old and new ideas, creating new ideas, or inspiring others to innovate (Chand, 2024).
- ✓ Management Functions: According to Drucker, management is the main structure of any organization. In his view, management is done, through a sequence of tasks. A manager needs to perform various functions like setting of clear objectives, increasing productivity, organizing and managing social impacts and responsibilities, and inspiring staff. Drucker gave importance to the objective function and specified the divisions where clear objective is necessary. These are innovation, efficiency, market strength, financial means, profitability, managerial functioning and growth, workers performance and social obligation (Chand, 2024).
- ✓ Organizational Structure: Drucker explained three characteristics of an effective organization structure as: 1. The organization must be designed

to attain full performance; 2. It should contain least possible number of managerial levels; 3. It must be responsible for the testing and training of future managers. There are three qualities in organizing that following: **Activity analysis** describes the work that must be completed, what kind of work needs to be completed, and what significance requirements to be given to the work. **Decision analysis** tells at which level a decision can be made. **Relation analysis** helps in outlining the organizational structure (Chand, 2024).

- ✓ **Federalism:** A usual idea through a lot of Peter Drucker's massive body of work was his definite principle that managers should assign works to encourage workers, the decentralization of management. As he saw it, a lot of organizational managers would try to seize all responsibilities as a display of supremacy with idea that they were the only qualified people to carry out those responsibilities (Chand, 2024).
- ✓ **Management by objectives(MBO):** This is counted as one of the most notable contributions made by Drucker to the subject of management. Management of objectives is a management style whereby consistency is needed to be accomplished between the objectives of the employees and the objectives of the organization (Chand, 2024).
- ✓ **Organizational Changes:** According to Drucker, rapid high-tech growth will result in quick transformation in the organization. He shows worry about the consequences of these rapid changes on human life. Drucker identifies that these differences can be reduced by creating a vibrant organization that are skillful at understanding change (Chand, 2024).

9. Strategic Management and Leadership

Michael Porter (Norman T. Sheehan, 2009) revolutionized the way firms approach competition by popularizing concepts from strategic management, such as the value chain and competitive advantage.

John Kotter (Rajan Ramasamy, 2017): Kotter's work, which emphasizes the need of leadership in managing change, has influenced how businesses navigate transformative processes.

10. Digital Age Management

Agile and Scrum (Samar Al-Saqqa, 2020): The dynamic corporate landscape has led to the rise in popularity of agile methodologies like Scrum, which promote flexibility, collaboration, and quick adaptation. Agile is a project management and product advancement method that concentrates on compliance and customer view. Scrum is a particular agile structure that supplies an organized, nevertheless easy-going method to manage multifaceted projects. The Agile and Scrum practices give precedence to compliance, plainness and customer fulfilment. Frequent reviews and performances during the development process allow workers to always enhance their method, providing valued and excellent products (Leybourn, 2013).

1.2. Essence and Main Features of General Management, core principles and concepts, functions, roles and responsibilities.

Organizational effectiveness is based on general management, which includes a broad variety of duties, responsibilities, and principles. The ensuing examines the fundamentals and salient characteristics of general management, probing into fundamental ideas, roles, and responsibilities.

1.2.1. Core Principles and Concepts:

Strategic Vision: From online research on the vision quote of Jack Welch, former CEO of General Electrical stated ‘Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion’ (Vision, Mission and Goals, 2023).

For general management, creating and implementing a strategic vision is crucial. This process includes planning, coordinating resources, and establishing long-term goals to meet organizational goals. (Misra, 2015)

Decision-Making: From a web document, there is a saying by Harry Truman quoting “Whenever I make a bum decision, I go out and make another one” (Arsham, 1996). Making wise decisions is a key component. Strategic and operational decisions, which often include risk analysis, resource allocation, and trend forecasts, fall within the purview of general managers (Mohan).

Leadership: From a document online based on the IAAP 2009 Administrative Professional Weeks Event defined Leadership by Chester Barnard as “The ability of a superior to influence the behavior of subordinates and persuade them to follow a particular course of action,(Barnard 1938)” (Event, 2009). Leadership is necessary for general management. It comprises fostering a positive workplace culture, ensuring alignment with the broader vision, and inspiring and mentoring teams. (Misra, 2015)

1.2.2. Functions of General Management:

Planning: According to Koontz, planning is the advance preparation of action to be taken related to any work (Harold Koontz H. W., 1990). The planning function includes creating plans of action, strategies, and objectives to achieve organizational goals. It serves as a roadmap for the company's future (Misra, 2015).

Organizing: According to Henry Fayol, he related organizing as arranging a business which will give everything required for working and functioning (Fayol H. , 1967). Coordination of both human and non-human resources is the responsibility of general managers to optimize effectiveness and efficiency. This includes creating channels of communication, allocating duties, and designing organizational structures (Misra, 2015).

Staffing: Harold Koontz and Cyril O'Donell explained staffing as manpower involvement in an organization as per desired selection (Harold Koontz C. O., 1964). Aspects of staffing include hiring, training, and developing employees. General managers see to it that the appropriate personnel are available to implement the organization's plan (Misra, 2015).

Directing: In the words of Theo Haimann, “Directing consists of the process and techniques utilized in issuing instruction and making certain that operations are carried on as originally planned” (Theo Haimann, 1974)

Guiding and motivating people and groups to accomplish their goals is the responsibility of the directing function. Supervision, leadership, and effective communication are crucial in directing (Misra, 2015).

Controlling: According to Koontz and O'Donell, controlling is a mechanism that involved correction of activities of subordinate to ensure about the business objectives with related plans to get them arrived. (Harold Koontz C. O., 1964). Comparing performance to predetermined standards and taking appropriate corrective action, when necessary, constitute controlling. This role ensures that the company stays on track to reach its objectives (Misra, 2015).

1.2.3. Roles and Responsibilities:

Strategic Planner: Planning by Alford and Beatty is a thinking process, as organized foresight, a vision based on fact and experience that is required for intelligent action (Leon Pratt Alford, 1951). This involves the general managers of a company been able to establish a significant strategy . They think about both the outward and inward components to make an astute decision for the future (Misra, 2015).

Decision-Maker: Peter Drucker once said, “The root cause of many of today’s business crisis is not that things are being done poorly, or even that the wrong things are being done. In most cases, the right things are being-but fruitlessly” (Drucker, 1994). This requires the general managers to make reasonable decisions when confronted with wearisome situation. Their decisions distress the targets and the general efficiency of the organization (Misra, 2015).

Leader and Motivator: According to Victor Vroom, individuals are motivated to perform if they know that their extra performance is recognized and reward (Vroom, 1964). One key duty of a manager is to encourage and move its employees to attain their greatest capability. Managers set conducive working environment for its staff that promote amity, innovation and productivity (Misra, 2015).

Problem Solver: General managers mostly solve difficult organizational issues presented to them by their employees. This requires them to look at the problem into detailed, systematically, logically and their willingness to suggest solution promptly. General managers who are problem solvers have the ability of analytical skills which permit them to examine difficult issues into appropriate factors, enabling a complete identification of the situation. Since, general managers have to solve problem, there is the need for them to think critically.

This is because they must assess information, think through different views and make expert conclusion to tackle the main reasons of the problem. General managers with good communication skills are able to put across their analyses, suggest solutions and recommendation clearly to shareholders, promoting good cooperation and understanding (Misra, 2015).

Communication Facilitator: Good communication is very necessary in any business settings. General managers serve as the network between different organizational structures, ensuring that every information is communicated plainly for everyone to understand fully the organization's goals (Misra, 2015).

Conclusively to this subchapter, general management can simply be defined as the method of organizing various roles, duties and responsibilities to achieve organizational victory. It involved a comprehensive strategy that includes strategic planning, effective decision-making, leadership, problem-solving abilities and good communication. Implementation of these basic concepts, philosophies, tasks, purposes and adjusting whiles remaining dedicated in their duty to their strategic goals, general management ensures that businesses succeed in competitive environments (Misra, 2015).

1.3 Specifics of Organizational Activities in General Management base on importance of business objectives, decision-making challenges, and adaptability.

General management is basically the scope that provides businesses with the know-how of operating continuously at any setting. This involves the difficulties faced by organizational operations in general management, with consideration given to the importance of the business goals, the struggles in making decision and the situation of flexibility (Gutterman, March 2023).

1.3.1. Importance of Business Objectives

Selecting a distinguishing mark or sign: The basis of every general management depends on associating and pushing the company's activities towards a distinctive business objective. Specific, significant and feasible objective act as the organization's distinguishing sign or mark, serving as guidance for all affairs of the company (Gutterman, March 2023).

Strategic alliance: General managers perform a vital function by safeguarding that every action of the organization supports the main business objectives. This strategic alliance promotes unity, effectiveness and a mutual sense of dedication among teams. Strategic alliance is formed by general managers with the key focus of attaining common goals that may be difficult for specific person to achieve individually. This usually includes leveraging on one another's effectiveness and competence. Again, organizations in a strategic alliance allow its managers or members to bring together their resources, such as skill, technical know-how, wealth and many more to produce a stronger and worthwhile organization. When two or more organizations go into strategic alliance, it allows such organizations to distribute their risks and worries associated with each other. This cooperative method helps them to share their problems which ensures there is generally risk management capacity (Gutterman, March 2023).

Impact on performance: The significance of business objective is excessive attested when reviewing an organization's achievement. General management, as the overseer of these objectives, must constantly evaluate and adjust their actions which will manifest extensively to the success of main aims (Gutterman, March 2023).

1.3.2 Decision-Making Challenges

Complex Decision Ecosystem: In today's business environment, general managers find it difficult to make straightforward decision. Instead, it requires a complex interaction of several considerations and shareholders, forming a network. The difficulty of the decision-making ecosystem requires wisdom, competence and the capability to weigh immediate benefits with long-term objectives (Gutterman, March 2023).

Risk management: Decision-making in general management sometimes requires overcoming worries and risks. Since general managers want to ensure that their decisions positively impact the organization's objectives without risking reliability, there is the need choose tactful between risk-taking and risk mitigation (Gutterman, March 2023).

Interconnection of Decisions: Since organizational activities are connected and organized, directives given in one area of the business can have weaking consequences across the whole organization. General managers should then foresee these consequences and make skillful decisions that support the general organization (Gutterman, March 2023).

1.3.3 Adaptability

Dynamic Business Environment: The present-day business environment is very dynamic branded with rapid high-tech innovations, market variations and unpredicted interferences. There is the necessity for general managers to be modifiable, implementing change and navigating organizational activities to succeed in this continuously advancing environment (Gutterman, March 2023).

Learning Orientation: Adaptability cannot be achieved without a learning orientation. They two go hand in hand with each other. General managers need

to promote a philosophy among staff where organizational activities are seen as possibilities for constant learning and perfection of oneself, making sure the business stays alert and sensitive to any developing difficulties. (Gutterman, March 2023)

Flexibility in Execution: Management in general needs a flexible way to get things done effectively. For a business to be active and valuable over a long-term success, it should be able continually adapt its activities to changing situations, market demands and internal dynamics. (Gutterman, March 2023)

Conclusively, the relationship between organizational activities and general management is self-motivated and communally significant. General management offers the structure and direction required for establishing and boosting the activities, while the victory of all activities enlightens strategic decisions and changes made by the general management. The General Systems Theory perception supports the consistent environment of these elements in accomplishing organizational efficiency and achievement.

CHAPTER 2

LEVEL OF ORGANISATIONAL ACTIVITIES AS A GENERAL MANAGEMENT'S FUNCTION ON RANSBET SUPPLIES (2003) LIMITED

This Chapter analysis the operational activities of Ransbet Supplies (2003) Limited in terms of the general management functions.

2.1 General characteristics and analysis on the organizational economic activity of the business entity

Ransbet Supplies (2003) Limited's Mission

To be the preferred shopping destination for its customers. To have the largest variety of goods under one roof. To offer quality products at affordable prices. To ensure a conducive shopping environment. To provide the best customer service and after sales support. To have conveniently located outlets in all regions and bring shopping to the consumer's doorstep. To guarantee uniform pricing throughout Ghana, catering for all income levels.

Ransbet Supplies (2003) Limited's Vision

Ransbet Supplies (2003) Limited vision is to make everyday life better for people across Ghana by creating an ecosystem of sustainable livelihood for all stakeholders, from customers to employees and partners.

As a chain of retail department stores, all the shops of Ransbet Supplies (2003) Limited across the Municipality stock and sell the same brands of products, have uniform prices and are controlled by a central management. The individual shops, however, have their respective operational managers. The organization's Head Office is located at Tarkwa Main Station, in the Western Region of Ghana. Ransbet Supplies (2003) Limited has three(3) retail shops across the Western Region and an online store. The organization has divisions such as Ransbet Online, Ransbet Home and Electronics. The products or goods stocked and sold

by the each of the shops of Ransbet Supplies (2003) Limited are grouped into different categories or departments known as the Product Categories. Among the product categories of the main branch which applies to all the other Ransbet branches are Electronics and Appliances, Furniture, Mobiles and Computers, Home and Kitchen Essentials, Lighting and Hardware, Sports and Fitness, Books and Stationeries, Supermarket (food, beverages, beauty and personal care, etc), and Toys and Babies' Products and Party Supplies. The products stocked and sold by the aforementioned branch of M Ransbet Supplies (2003) Limited range from television and audio sets; refrigerators and freezers; washing machines; air conditioners; heating and cooling appliances; home and kitchen appliances; lighting and hardware; musical instruments; furniture for living room, dining room, kitchen and office use; food and beverages; household and cleaning products; beauty care products; baby products; products on sports and fitness such as gym equipment; books to mobile phones and computers. Although Ransbet Supplies (2003) Limited has some overseas companies that supply them with products to satisfy their target customers, more than fifty percent of the products are sourced from local suppliers and manufacturers as a means of celebrating Ghana's local manufacturing companies. Such local manufacturing companies include Twellium Industrial Company, GIHOC Distilleries, Ghandour Cosmetics Limited, among others.

Among the brands provided by Ransbet Supplies (2003) Limited are Century, Akai, Uniliver, Infinix, LG, Samsung, Techno and Yamaha. Akai supplies Ransbet Supplies (2003) Limited with consumer electronic products such as blenders, microwaves, irons, gas cooker, ceiling fans, among others. Unilever supplies Ransbet Supplies (2003) Limited with consumer goods. Other major suppliers of Ransbet Supplies (2003) Limited are; Transsion Holdings – a company that manufactures Infinix mobile, Techno mobiles and Itel mobiles; Yamaha Corporation – a company that manufactures motorcycles and musical instruments; LG Corporation and Samsung Electronics – both consumer

electronics manufacturers and suppliers. These brands and few others found in all the branches of Ransbet Supplies (2003) Limited attract a large pool of customers to Ransbet Supplies (2003) Limited, making it more competitive than others in the industry. In addition to their brands, the extremely affordable prices of the products provided by Ransbet adds to the factors that make it more preferred by customers or shoppers to Ransbet's competitors.

In ensuring low cost and affordable pricing for customers, Ransbet Supplies (2003) Limited has adopted cost leadership strategies. These are strategies that help a company to provide products at lower costs than its competitors or rivals. Ransbet Supplies (2003) Limited reduces cost by customizing and tagging their logos on their products and personalizing their services to shows their presence in the market. The company keeps production costs as low as possible by establishing a cost-conscious culture which requires a continuous search for cost reduction in all aspect of their economic activities. Ransbet Supplies (2003) Limited procures vast range of products that often exceeds 6,500 items including everything from household, kitchen, plasticware, furniture, electronics, home appliance, electronics, sports and fitness equipment. They contract companies to supply them with their product needs. These manufacturing companies and suppliers send their respective proposals to be considered by the organization. From the vast range of proposals they receive, they consider the product requirement, costs, specification and customer demands, and they decide on the ones with lower prices and needed specifications that will satisfy the needs of their customers.

The following below are the activities of Ransbet Supplies (2003) Limited which will be discusses in detail in the sub-sections as well as their relationship in terms of general management.

- Organization of marketing and commercial activity
- *Logistics management*
- Market position and competitive landscape

- Positive Brand Assessment
- Customer segmentation and satisfaction
- Supply Chain and Operational Efficiency
- Regulatory Compliance and Risk Management
- Innovation and Product Development
- Economic and Socio-political Factors
- Financial Performance
- Activities of human resource department of Ransbet Supplies (2003) Limited
- Activities of Factors influencing staff turnover in Ransbet Supplies (2003) Limited
- Activity of Financial and property status of the enterprise
- Activity of Solvency ratios are used by Ransbet Supplies (2003) Limited to assess their financial risk.
- Characteristics of the main elements of the accounting system
- Activities of the financial service
- Economic planning and activity of Ransbet Supplies (2003) Limited
- Human Resource department of Ransbet Supplies (2003) Limited

Stages of Procurement in Ransbet Supplies (2003) Limited

There are eight stages by which the marketing and logistics departments of Ransbet Supplies (2003) Limited make a procurement decision with new tasks.

These steps are;

Problem recognition. The marketing and logistics departments collaboratively identify the products the organization needs to purchase in order to satisfy its target customers.

General need description. After the needed products have been identified, the important characteristics of the products and the quantity to be to be purchase are described.

Product specification. As the third stage in the procurement decision made by Ransbet Supplies (2003) Limited, the marketing and logistics departments develop the technical specifications of the items they want to buy.

Supplier search. After the technical specifications have been developed, the most appropriate suppliers of the products are identified by searching for the suppliers that provide what the company wants and the ones that provide quality products and good value for money.

Proposal solicitation. Suppliers that are found to be qualified are invited by the marketing and logistics departments to submit their proposals.

Supplier selection. In fact, Ransbet Supplies (2003) Limited receives a lot of proposals from many qualified suppliers at the proposal solicitation stage. There is therefore the need for the aforementioned departments to thoroughly evaluate the various proposals and make a choice from among the many proposals. The various qualified suppliers are evaluated, their reputation of supply of quality are reviewed, value for money and preferences of Ransbet Supplies (2003) Limited's target customers are also considered.

Order-routine specification. After the selection has been made through a thorough review of the many proposals, Ransbet writes the final order with the selected supplier or suppliers through the marketing and logistics departments and lists the specifications and quantity needed.

Performance review. At the final stage used by Ransbet Limited in making procurement decisions, the two departments collaboratively provide feedback to the supplier after careful assessment or review of the supplier or suppliers. This helps to improve upon quality and customer satisfaction to ensure effectiveness and efficiency. When the need arises, the organization may change the supplier if the performance review demands so.

The document used by Ransbet in the procurement process is called Request for Proposal. Request for Proposal is a document that details the procurement needs of an organization including product characteristics, technical specifications,

quantity of product needed and expected pricing. When a manufacturer (supplier) is found to be the best potential supplier for the organization based on the proposal, the two parties, the supplier and the buyer then sign the official agreement known as the contract which states the terms of procurement and their relationship.

Organization of marketing and commercial activity

Marketing has been defined by Kotler and Armstrong (2010) as a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Kotler and Armstrong have further defined Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value (Kotler & Armstrong, 2017)

The marketing department of Ransbet is headed by the Group Marketing Manager with support from four other officers - marketing Manager, Marketing Officer and Marketing Branding Consultant. In addition to the procurement function, the marketing department is responsible for performing the functions below.

Understanding the marketplace and customer needs, wants and demands. The marketing department of Ransbet Supplies (2003) Limited has the role of identifying and understanding the needs and demands of the target customers. This has always helped Ransbet Supplies (2003) Limited to produce the required goods needed to satisfy their customers more efficiently than their rivals or competitors.

Designing a customer-driven marketing strategy with the goal of getting, keeping and growing target customers. After the needs and demands of the target customers have been identified and understood, the department then decides on how the company will serve the target customers.

Preparing an integrated marketing plan that delivers superior value. The marketing department helps Ransbet Supplies (2003) Limited to blend the various elements effectively and efficiently in the marketing mix to satisfy their customers. The department ensures that Ransbet Supplies (2003) Limited has the right product, that the products are well priced, well promoted and are made available or to the target customers or consumers.

Building strong relationships and capturing value from customers. The department ensures that Ransbet co- operates diligently with partners inside and outside the company to help build good customer relationships. After strong relationships have been built, marketers are now well positioned to reap the rewards of their strong customer relationships.

Logistics management

Ransbet Supplies (2003) Limited corporately has a four(4) logistics and warehousing infrastructure. It serves as the central distribution center, and it covers about 450,000 square feet of warehousing plus 21,000 cubic feet of cold storage facilities.

The logistics and the marketing departments of Ransbet Supplies (2003) Limited corporately take charge of the procurement of products from suppliers, storage and inventory management, processing of order and the distribution to the organization's customers.

State regulation and control of the activity of Ransbet Supplies (2003) Limited

There are a lot of political factors that affect organizations including Ransbet Supplies (2003) Limited. There are several state or government legislations that influence the ability of Ransbet Supplies (2003) Limited entity to deliver value to its customers. Among the state or government legislation that affect Ransbet Supplies (2003) Limited are discussed below.

Taxation. Taxation largely influences Ransbet Supplies (2003) Limited's ability to deliver value to its customers. Some of the taxes paid by Ransbet Supplies

(2003) Limited are Import Duties, Company Tax, Value Added Tax (VAT), Corporate Income Tax (CIT), among others. When taxes paid by the consumers of Ransbet's products are increased, it reduces their disposable income, and this reduces their purchasing power. This causes a loss to Ransbet Limited. On the other hand, when taxes are reduced, the disposable income of Ransbet Supplies (2003) Limited's customers increase, and this increases their demand. This helps the business entity to sell a lot of products and make enough profit. Similarly, when the state or government increases taxes, it affects the organization because the increment in the tax will cause an increase in the prices of goods and services. Since Ransbet Supplies (2003) Limited aims at providing affordable prices to its customers, an increase in the prices of their product means a drop in demand by their customers. The drop in demand is because the disposable income of Ransbet Supplies (2003) Limited's customers remain the same while the prices of Ransbet's products increase. However, when business taxes are reduced, Ransbet reduces the prices of their products, which increases customers' demand for their products.

Changes in fuel prices. Similar to the change in taxes, a spike in fuel prices causes a drastic increase in the prices of Ransbet Supplies (2003) Limited's goods which were rather meant to be affordable, while a decrease in fuel prices make Ransbet's mission of providing quality product at affordable prices a reality.

2.2 Analysis of the domestic activity of Ransbet Supplies (2003) Limited

Although Ransbet Supplies (2003) Limited has 8 retail shops and 3 wholesale outlets in the regions. They are in the high and middle-income areas and densely populated residential and commercial areas of the region. Also, majority of Ransbet Supplies (2003) Limited's retail shops are found the Tarkwa municipalities of the region.

Market position and competitive landscape:

Ransbet Supplies (2003) Supplies has a clear understanding of its market position and competitive landscape. It is a well-defined value proposition that differentiates itself from the other competitors. Because Ransbet want to continuous stay ahead of the market, it is always aware of the latest trends and developments in the industry and adapt accordingly.

The general managers of Ransbet Supplies (2003) Limited has maintained a robust market share over years, holding a solid 30percents in the retailing industry. This demonstrates the company's competitive strength and sustained position in the market. Ransbet has outperformed competitors in both customer satisfaction surveys by (supporting local charities, sponsoring community events and providing recycling bins for Customers) and product quality assessments This achievement underscores the company's commitment to delivering exceptional value and meeting customer expectations, contributing to a strong competitive edge.

Positive Brand Assessment

Ransbet Supplies (2003) Limited enjoys a positive brand experience, with an impressive 96percents recognition rate in the Tarkwa Municipality. This high level of brand recognition signifies strong quality with the intended audience and reinforces the brand's presence in the market.

The marketing department of Ransbet Supplies (2003) Limited, headed by the Marketing Manager with two(4) others Marketing Officer and two(2) Marketing Branding Consultants.

Ransbet Supplies (2003) Limited has four(4) logistics and warehousing infrastructure which serves as the central distribution centers. The logistics and the marketing departments of Ransbet oversee the procurement of products from suppliers, storage and inventory management, processing of order and the distribution to the organization's customers.

Customer segmentation and satisfaction:

Ransbet Supplies (2003) Limited has a defined understandings of its customers segments and their needs. The company has a paid down processes for measuring its customers satisfaction and feedback. There is also a clear strategy by the general managers of Ransbet for managing customers complaints and grievances as well as managing customers retention and loyalty.

Supply Chain and Operational Efficiency

The success of the management of Ransbet Supplies (2003) Limited is continuously attached to its' willingness to understand and manage their supply chain efficiently. These include raw materials acquisition, production processes and distribution channels which are necessary for improving operations effectively. The managers are able to identify areas for optimization within the working spaces, come out with opportunities to reduce cost, utilize resources well and in all the performance improvement. These methods adopted by the managers of Ransbet Supplies (2003) Limited not also restructures internal activities but also promotes endurance in the face of dynamic market condition and disruptions. Also, the well-optimized supply chain by the managers of Ransbet Supplies (2003) Limited has contribute much competitiveness and sustainability in the company. Formation of a distinct part for managing inventory and logistics by the managers of Ransbet Supplies (2003) Limited was an excellent decision made. These includes maintaining optimal standard levels to meet every demand, reduce holding costs and avoiding shortages. As an effective inventory management way, the managers of Ransbet Supplies (2003) Limited included employing technological solutions and data analytics to track, forecast and simplify the movement of goods. Again, this vigorous logistics system ensures timely and cost-effective delivery, promote customer gratification and devotion. These inventory and logistics approaches have helped the managers to achieve effectiveness, reduce costs and leading in the market environment.

The success of the managers of Ransbet Supplies (2003) Limited points out their glory to the clear strategy for managing their production and operations. These includes thorough planning to enhances operational processes, minimize costs and boost overall effectiveness. They also developed lean principles methods and adopted to advance technologies as key part in achieving modernized production. This efficient strategy included capacity planning, quality control measures and continuous improvement initiatives.

The managers of Ransbet Supplies (2003) Limited constant commitment to quality control and customer service are their basis for creating a positive and unique name with market environment. These strategy for quality control comprises accurate standards implementation, frequent monitoring and educative actions to ensure the consistency and fineness of goods and services. Similarly, a healthy customer service strategy deployed by the managers of Ransbet Supplies (2003) Limited includes timely receptiveness, individualized communications to deal with enquires, concerns and feedback. The management of Ransbet Supplies (2003) Limited also has a combination of technology like customer relationship management system which has enhance the effectiveness of both the quality control and customer service activities. With all these in place, it has given the company a positive word-of-mouth, continuous loyalty gained and long-term success in the competitive market environment.

Regulatory Compliance and Risk Management

To the manager of Ransbet Supplies (2003) Limited, better knowledge of the regulatory environment and compliance necessities is crucial for them to direct the legal environment well. This make them to always be well-informed of the organization specific requirements, government policies both local and national, amendment in legislation that may impact its organization operations. Effecting these norms helps them to stay ethical to their standards, mitigates legal risks and promote a philosophy of corporate responsibility. There is also a constantly audit

and assessment by the managers of Ransbet Supplies (2003) Limited which help them to know areas where obedience to the regulatory will requires more strengthening. Also, the managers of Ransbet Supplies (2003) Limited understand that their positivity towards their regulatory and compliance not only protects the organization from legal disputes but also promote trust building with shareholders and sustain a stronger ethical reputation in the market environment. The management of Ransbet Supplies (2003) Limited also knows that their continuous success in the retails industry is centers on strategic management of regulatory risks and compliance costs. This helps them in systematically reviewing the regulatory landscape, finding potential risks and instigating active measures to mitigate them. Strategies deployed by the managers include staying informing about legislative changes, doing frequent compliance audits and promoting a culture of compliance within Ransbet Supplies (2003) Limited. Effective management of risk to Ransbet Supplies (2003) Limited not only helps them to avoid legal issues but also provides continuous reputation and financial firmness of Ransbet Supplies (2003) Limited. The managers of Ransbet Supplies (2003) Limited have also integrated cost efficiency compliance measures and technology for monitoring and reporting which justifies operations and provide constant performance to the regulatory needs.

Ransbet Supplies (2003) Limited durability and status in the retail industry are diligently known for managing their legal risks and disputes well. This includes their hands-on measures like doing comprehensive risk assessments, applying thorough legal compliance program and being up-to-date with changing laws and regulations. Ransbet also has a strong guaranteed agreements like dispute resolution processes which ease legal risks. The managers of Ransbet Supplies (2003) Limited has promoted open communication with legal counsel for appropriate advice and instant reply to any emerging issues.

Innovation and Product Development

Strategic activity of innovation and product development is very key to the manager of Ransbet Supplies (2003) Limited for continuous improvement and competitiveness. The managers of Ransbet Supplies (2003) Limited have clear strategic of promoting creativity and generating ideas within the company, motivating staff to come up with innovative solutions, investing in research and development, being abreast with market trends, understanding customers' needs are their central factor for the effective innovation in the company. Ransbet Supplies (2003) Limited has adopted to active procedures which allows them to always change to the market dynamics, make it goal that their products are relevant and competitive to the market. This strategy innovation and product development has positioned Ransbet Supplies (2003) Limited as the market leader in the retail industry, providing customer gratification and long-term success.

The manager of Ransbet Supplies (2003) Limited also is aware that their success centers always identifying new product and opportunities and assessing their potential. This involves regularly monitoring market trends, staying abreast of emerging technologies and conducting detailed market research to identify the needs. There is a functional team with Ransbet Supplies (2003) Limited devoted to innovation and product discovery that promotes a collective setting for coming up with new ideas and assessing them. This practical and organized procedure not only enabled decision making but also provides the chance of presenting successful and market important products.

The management of Ransbet Supplies (2003) limited tactics for running research and development costs will promote innovation while keeping economic sustainability. This includes having clear budgetary allocations for research and development activities and aligning them with overall business objectives. Having the cost controls measures, effective resource allocation, and influence a cooperative partnership by the managers aid in reducing the spending of research

and development department. Periodic analysis and assessments of research and development projects will make sure that investments align with strategic goals and deliver tangible value. Ultimately, this scheme for controlling the research and development costs will arrive at constancy between fostering innovation and maintaining monetary responsibility, contributing to the Ransbet Supplies (2003) Limited long-term success.

Economic and Socio-political Factors

The management of Ransbet Supplies (2003) Limited softness and tactical decision-making centers on their better knowledge of the economic and socio-political elements that affects its operations. This knowledge includes being abreast always with the economic indicator, markets trends and government policies that can affect its business operations. Managers been able to identify the socio-political environment is very necessary, as any adjustment in regulations, geopolitical situations or social movements can have an intense effect on its business activities. The managers also have a deeper knowledge of the external factors indicates that Ransbet is well prepared to cross any unforeseen situations, identify opportunities and devise strategies that support the broader socio-political and economic context.

Again, in the situation of economic instability, the managers have a clear lay down strategy for dealing with the related risks. This includes conducting comprehensive risk assessments to know the possible dangers decreasing from the markets instabilities, currency exchange rates and the geopolitical situations. Doing a strong economic planning by the managers including probability funds and risk mitigation strategies will serves a protection against any unforeseen situation. The management also spreading their income and markets will assist Ransbet Supplies to adjust any economic conditions and decrease liability to localized goods. Regular development planning and pressure testing will allow

Ransbet Supplies (2003) Limited to prepare for any economic misfortune ensuring alert feedback to any unpredictable situation and promoting long-term vitality.

For the managers of Ransbet Supplies (2003) Limited continuously succeed on large scale, it requires a strategy for managing the geopolitical risks and regulatory changes. This includes constant observation of the geopolitical events, understanding their potential effect on businesses and formulating ways to mitigate related risks. Being knowledgeable about regulatory changes at the national and international level gives an opportunity by decreasing the prospect of legal situations. The management of Ransbet Supplies (2003) Limited has a robust connection with the state authorities and institutions that promote open good communication and enables better adjustment to developing regulatory settings.

Financial Performance

Sustaining a thorough revenue structure and perfectly balance sheet is the basis for the management of Ransbet Supplies (2003) Limited strength and continuing success. This includes discreet financial management, capital structuring and liquidity planning. A differentiating funding strategy decreases the reliance on the single source of capital promoting financial strength. Steady financial assessment, audits and devotion to accounting standards by the management of Ransbet Supplies (2003) Limited provide true and clear reporting which encourage trust among shareholders. By focusing on financial integrity, Ransbet Supplies (2003) Limited has survive economic misfortune, seize growth opportunities and place themselves for endless success and competitive in the market.

The managers of Ransbet Supplies (2003) Limited is mush aware of its income streams and profitability. This includes diligently following of revenue, examining customer segments and distinguishing vital ways of generating income. Ransbet Supplies (2003) Limited has also spread its stream of income to avoid over reliance on a single source of income. The managers of Ransbet robust

knowledge of income and profit generation has been their basis for strategic decision-making, allowing Ransbet Supplies (2003) Limited to boost business activities, apportionment of resource proficiently and engagement in activities for sustainable growth.

2.3 Analysis of the strategic and innovative activity based on Ransbet Supplies (2003) Limited

The strategic activities of Ransbet Supplies (2003) Limited are in the hands of the strategic managers, and they are responsible for setting the mission, vision, goals and objectives of the organization. They are also in charge of setting long-term strategic plan, developing policies and evaluating the overall performance of various departments of the group. The strategic management of Ransbet Supplies (2003) Limited is made up of the Board of Directors, Group Directors and the Executive Members.

The Board of Directors are Mr Ransford Gibbah and his wife Mrs Betty Gibbah Naomi Gibbah who is the daughter of the directors is the General Manager of Ransbet Supplies (2003) Limited.

Financial and property status of the enterprise

Ransbet Supplies (2003) Limited uses two basic forms of financial statement analysis to examine their financial position and performance. These two financial statement analyses are financial ratio analysis and common-size analysis.

In using the financial ratio analysis, relationships among financial statement accounts are used to measure the financial condition and performance of Ransbet Supplies (2003) Limited. This includes solvency, liquidity, activity and profitability. Ransbet Supplies (2003) Limited uses this form of analysis because it helps the company to measure its efficiency and performance against its competitors.

Solvency ratios are used by Ransbet Supplies (2003) Limited to assess their financial risk.

The company uses this to determine the degree of financial stability or health of their various shops. Ransbet Supplies (2003) Limited has a high solvency ratio which reveals its strong financial health and stability or strong financial position. Ransbet Supplies (2003) Limited has less financial risk due to its financial stability.

Turnover ratios or activity ratios used by Ransbet Supplies (2003) Limited reflect the number of times assets flow into and out of the company over a given period. The ratios are used to measure the efficiency of the organization in all its branches. The activity ratios used by the finance department of Ransbet include inventory turnover, total assets turnover, receivable turnover and working capital turnover. The finance department of Ransbet Supplies (2003) Limited calculates the company's turnover every financial year and compares with previous financial years to monitor the growth and success of their marketing activities and the efficiency of the company in selling its products.

The finance department of Ransbet Supplies (2003) Limited uses two forms of profitability ratios - margin and return ratios. A margin gives the profit portion of Ransbet Supplies (2003) Limited's revenue whereas a return compares Ransbet Supplies (2003) Limited's profit with their investment required to generate the profit. Ransbet Supplies (2003) Limited has a relatively larger net profit margin, and this makes the company financially stable and healthy.

A thorough financial analysis of a company requires examining its efficiency in putting its assets to work, its solvency and its profitability. Thus, the assessment of Ransbet Supplies (2003) Limited using all the financial actors discussed reveal that the company is financially stable and healthy and has a higher chance in the retail industry.

Characteristics of the main elements of the accounting system

The accounting system used by Ransbet Supplies (2003) Limited has the components such as forms or source documents, ledger and report.

There are documents that are used to record all of Ransbet Supplies (2003) Limited's transactions. These include invoices, purchase orders, among others. The system also has a record storing bookkeeping entries for income statement and balance sheet transactions of the company. The entries include inventory and investments. After the accounting system has run the entire process, it generates a report. Some of the reports are income statements, balance sheet and accounts payable. Ransbet Supplies (2003) Limited double entry accounting system can create any type of financial report as quick as possible, and the reports created are mostly free of irregularities. The accounting equation always balances, except few instances where errors are detected; the system itself makes the detection and correction of errors or irregularities very easy.

Activities of the financial service

The finance department of Ransbet Supplies (2003) Limited has strong experts in accounting, finance and closely related disciplines. An aspect which really helps the financial service of Ransbet Supplies (2003) Limited is that most of the workers of Ransbet Supplies (2003) Limited's finance department are employed based on skills such as team play, effective communication, among others. They are also employed based on strong experiences of at least two (2) years with a first degree or higher. These help the organization to always have very qualified workers who are also very creative and efficient in delivering high quality services. They document all the financial transactions of the organization, analyze all financial records and statements and help to correct any form of irregularities detected while managing the accounting system.

Economic planning and activity of Ransbet Supplies (2003) Limited

Some major functions performed by Ransbet Supplies (2003) Limited's planning and economic department are;

Ransbet Supplies (2003) Limited's planning and economic department sets and monitors goals of the organization. The department sets specific goals for Ransbet Limited based on the general goals set by the strategic managers for the entire Ransbet Supplies (2003) Limited and formulates plans and strategies to achieve those goals.

In addition, the department allocates resource. Efficient allocation of resources to all the departments of the company is a function that is very paramount to the management of Ransbet limited. The planning and economic department constantly makes planned efforts to ensures that resources are proportionally allocated to the various departments of the organization based on their respective needs in given periods of time, and they also monitor the efficient use of the allocated resources.

The department also approves and executes proposals. All the proposals submitted by other departments towards the development of the organization are supervised by the planning and economic department. Before any proposal is executed, it needs to be vetted and approved by the planning and economic department of the company. The department also makes sure that the approved proposal is executed successfully and in accordance with the recommendation of the department.

Price stabilization and creation of partnership atmosphere is another function performed by Ransbet's planning and economic department. Having a uniform and affordable pricing across all the shops of Ransbet Supplies (2003) Limited is a very essential element of Ransbet's mission. As a result, the department has been set up to ensure internal price stabilization. Ransbet Supplies (2003) Limited also has a lot of partnership with some key companies with a recent one being its partnership with Kings' Solutions to automate Ransbet Supplies (2003) Limited's

management of inventory and marketing processes. Creating the environment that attracts these companies is another key task of the department.

To measure operational efficiency for Ransbet Supplies (2003) Limited, the department focuses on efficient utilization of resources with minimal or no wastage, efficient distribution of products to customers and a good money turnover.

Human Resource department of Ransbet Supplies (2003) Limited

As indicated in chapter one, Human Resource Management (HRM) is a strategic, integrated and coherent approach to the employment, development and well-being of the people working in organisations (Armstrong, 2009).

The Human Resource department of Ransbet Supplies (2003) Limited is composed of the:

Recruiting Manager;

HR Administrator;

Head of Training and Development.

Ransbet Supplies (2003) Limited has 381 employees across the region. Non-managerial employees are Senior High School (SHS) leavers and Diploma holders, with few having Higher National Diploma (HND). Those who occupy the various levels of managerial positions on the other hand are graduates who have attained their First Degree or higher. Ransbet Supplies (2003) Limited's female non-managerial workers are comparatively higher than male non-managerial workers.

Human Resource Policy

The Human Resource Policy of Ransbet Supplies (2003) Limited is a very concrete, realistic one. It encompasses all the necessary procedures, guidelines and rules of a good Human Resource Policy. Ransbet's Human Resource Policy also provides all the guidelines in a detailed, clear and unambiguous way. Ransbet's Human Resource Policy gives detailed following on

Guidelines for recruitment and selection;

Guidelines for training and career development;
Guidelines for resignation, retirement, dismissal or termination of appointment;
Guidelines for performance monitoring, evaluation and employees' appraisal;
Code of conduct (including dress code);
Allowances and compensation;
Guidelines on leave.

Human Resource Flow

According to Naomi Gibbah, General Manager of Ransbet Supplies (2003) Limited, “the key to building a high-performance organization starts with the people you employ – who are the ‘powerhouse’ of any great organization”. Ransbet Supplies (2003) Limited therefore places a high emphasis on its employees. Human Resource covers the entire processes from when employees enter Ransbet Supplies (2003) Limited through recruitment and selection till they leave the company through means such as resignation or dismissal.

Human Resource Flow Activities of Ransbet Supplies (2003) Limited

Human Resource Flow activities are the actions undertaken by the management or leadership of Ransbet Supplies (2003) Limited from the time workers enter the organization till the worker leaves the organization.

Recruitment and Selection

Recruiting in Ransbet Supplies (2003) Limited, as indicated by DeNisi and Griffin (2008) is a two-way human resource process where Ransbet Supplies (2003) Limited looks for workers and people also look forward to working with the company. Before the selection process, the Human Resource department of Ransbet Supplies (2003) Limited undertakes three basic actions: the department attracts a pool of qualified applicants, keeps the pool of qualified applicants at manageable size as much as possible and provides realistic job previews; this is a technique which allows those seeking to work with Ransbet Supplies (2003) Limited know and understand the nature of jobs they are applying.

Ransbet Supplies (2003) Limited uses external recruitment to fill non-managerial vacancies such as Cashiers, Sales Representatives and Assistants, Security Officers, Furniture Fixers, Engineers and Electricians, Cleaners, among others. The company also uses this type of recruitment to fill vacancies in the supervisory management roles such as Warehouse Supervisors, and many of the tactical management roles within their departments such as retailing, merchandising, advertising, accounting and audit departments. Examples of such positions include Retail Operations Managers and Supermarket Procurement Managers.

Management of Ransbet Supplies (2003) Limited have noted that, although external recruitment may be more expensive and time consuming, as one of the advantages of external recruitment, they look for fresh ideas to help in the effectiveness and efficiency of their business operations. This will in turn make the business entity an extremely competitive one. That is why they fill many of the vacancies in the tactical or middle-level management roles within the above departments with graduate.

Similarly, Ransbet Supplies (2003) Limited uses internal recruitment to fill vacancies in most middle-management roles within their departments such as human resources, marketing and finance. Examples of such positions are Recruitment Manager, Marketing Manager and Finance Controller. The company also uses this type of recruitment to fill vacancies in the strategic management roles such as Head of Audit and Chief Information Officer. This recruitment is largely used to fill the vacancies in the above levels of management because the rich culture of the company needs to be always sustained. Head or supervisor recommendation is the major strategy used by Ransbet Supplies (2003) Limited in the internal recruitment. The other popular one used is internal application by people who are already workers in Ransbet Supplies (2003) Limited, after a memo has been sent to all workers or through the company's newsletter.

Selection is the last stage of the recruitment process. This is stage where management of Ransbet Supplies (2003) Limited identifies the most qualified

candidates for the intended roles in the organization. In the selection process by the management or human resource experts of Ransbet Supplies (2003) Limited; the human resource department gathers information about the pool of qualified applicants, the department assesses the qualifications of the applicants to make sure the right people are employed, and then offers the job to the most qualified applicants. Those selected are informed through emails, SMS and phone calls.

Transfer and Dismissal

Transfer is one of the activities in the Human Resource Flow which is universally used by Ransbet Supplies (2003) Limited. Some personnel in the supervisory or operational and the tactical levels of management of areas that are doing so well are sometimes transferred to other branches of Ransbet's shops to help in the management to ensure effectiveness and efficiency of such branches too, especially when those branches need help with managerial processes.

Dismissal is, however, the least activity performed by the human resource department of Ransbet Supplies (2003) Limited. Only few people are dismissed ones in a while. Analysis show that, the reason for low dismissal is due strategic orientation for new employees and the frequent intentional and strategic internal training given to employees at all levels.

Factors influencing staff turnover in Ransbet Supplies (2003) Limited

In Ransbet Supplies (2003) Limited, the major cause staff turnover is employees' personal development. The reason for this is because most of the non-managerial personnel of Ransbet Supplies (2003) Limited are either Senior High School (SHS) leavers or Diploma holders. As a result, most of the non-managerial personnel work for a while and leave the organization to further their education. Ransbet Limited, however, records little turnover with staff in managerial positions since graduates are employed for these positions.

Using SWOT Analysis - a technique or framework in strategic planning used for assessing a company's competitiveness based on its internal and external factors.

SWOT stands for Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T) of an organization, there are few observations that can be made.

The Strength of Ransbet Supplies (2003) Limited are effective management, diversity of products, strong customer service and affordable prices.

Their Weaknesses are high employee turnover of non-managerial workers and long duration in staffing non-managerial personnel.

There are favorable factors in the external environment (Opportunities) that Ransbet Supplies (2003) Limited can exploit to their advantage. Some of these include areas of the country with less competition from rivalries or competitors which strengthen Ransbet's fame of being the leading retailer in the country. There is also the large social media usage by the public.

Growing competition from rivalries, pressure from government regulations and laws are some of the unfavorable external factors (Threats) that present challenges to the performance of Ransbet Supplies (2003) Limited.

Ransbet Supplies (2003) Limited continually undertakes innovative activities to achieve competitive advantage in the retail industry of Ghana. In an attempt to strengthen their innovate capacity, Ransbet recently partnered with Kings' Retail Solutions to automate the Ransbet Supplies (2003) Limited's management of inventory and marketing processes. Although innovation is highly esteemed by Ransbet Supplies (2003) Limited, there are no formal separate department and procedures through which innovative ideas and proposals are channeled. This continued to kill the innovative ideas of employees and tactical managers who are involved directly in the innovation activities of the organization.

In summary, General Management comprises perceiving, originating and bringing together the diverse factors and coordinating, motivating, integrating the various organizational components while maintaining the sustainability of the business towards some destined goals. In other words, it is an art of getting things done with the help of others in formally organized groups (Misra, 2015).

General management activities are distinguished by their tactical quality, well-designed purpose, decision-making ability, and their functions in defining the general objective and achievement of the organization. These activities of Ransbet Supplies(2003) Limited impact the general management by offering a thorough structure for its success. General management also authorize that individual activities are organized, associated with significant goals, and contribute to Ransbet Supplies(2003) Limited overall well-being. The role of the general management of Ransbet Supplies (2003) Limited is to act as the director, bringing into line various activities to produce a well-balance and efficient business structure that will continuously moves to everyday triumph.

CHAPTER 3

RECOMMENDATIONS FOR IMPROVEMENT OF
ORGANIZATIONAL ACTIVITY IN RANSBET SUPPLIES (2003)
LIMITED

The reason of this chapter is to suggest strategic ways, recommendations and how to improve the organizational activity in Ransbet Supplies (2003) Limited. The following subchapters are raised with vivid information on each.

3.1 Ways of developing organizational activities in general management function

Businesses today works in vigorous and competitive environment, demanding effective general management activities to achieve success. The information below outlines some important attitude and practices that promote continuous productivity of Ransbet Supplies (2003) Limited. Suggestions for improvement are provided based on the application of theory to the activities of Ransbet Supplies (2003) Limited.

Strategic Planning

This is the basic component of general management which comprises exploring competitive opportunities and threats, strengths and weaknesses of the organization, and later deciding on how to move the business to contend excellently in their environment. According to the analysis of the activity of the company, this area of performance is conducted on good level.

Execution of Strategy

According to the analysis conducted and reported in Chapter 2, Ransbet Supplies (2003) Limited successfully executed key strategic initiatives, leading to a remarkable 30 percents increase in market share. This result highlights the

effectiveness of the company's strategic planning and implementation in gaining a stronger position in the market.

Moving forward, I would suggest the application of Michael Porter and John Kotter's Strategic theory to Ransbet Supplies (2003) Limited. This would empower Ransbet Supplies(2003) Limited to stand out from all its competitors and effectively deal with its resource allocation. Also, the management of Ransbet Supplies (2003) Limited would be suggested to adopt the Agile methodology theory to improve the adaptability and understanding of strategy execution. This methodology would foster flexibility making sure that Ransbet Supplies (2003) Limited always promptly reacts to any situations and opportunities.

Strategic Partnership and Diversified Revenue

Ransbet Supplies (2003) Limited introduced strategic partnerships that have significantly contributed to a diversified revenue stream. These collaborations demonstrate a proactive approach to business expansion and have played a pivotal role in strengthening the company's overall financial resilience.

The strategic management (top-level management) of Ransbet Group of Companies sets the mission, vision, goals, and objectives of the group which includes Ransbet Supplies (2003) Limited. They also set long-term strategic plan, develop policies, and evaluates the overall performance of various departments of the group (Stretton, 2015).

In relation to improvement, I would suggest to Ransbet Supplies (2003) Limited to adopt to the theories of Strategic Management and Agile Management. By doing this, it would help Ransbet Supplies (2003) Limited to intensify its strategic partnerships. This should not only involve concentrating on current income that are set but also it should promote lasting supportive relationship. Also, the management of Ransbet Supplies (2003) Limited would be suggested to adopt the Agile business model innovation to permit testing and modification. The

managers of Ransbet Supplies (2003) Limited as part of my suggestion to them should encourage a philosophy that appreciate research, learns from mistakes, and quickly adjust based the customer or market feedback which will promote stability for continuous growth.

Organizational Structure

A well-developed organizational structure and assigning human resource is function of management for safeguarding the achievement of the objectives. The organizational structure is the basis of which all works are organized. It includes significant roles, responsibilities and reporting relationships. The organizational structure of Ransbet Supplies (2003) Limited is very adaptable to any modification in the retail and wholesale business environment. Due to the company's structure implemented, there is good communication, teamwork and dedication which generally enriches Ransbet Supplies (2003) Limited usefulness (Serrat, 2017).

On the account of improvement on organizational structure, I would suggest the utilization of the Contingency theory to the managers of Ransbet Supplies(2003) Limited. This is because Contingency Theory has a management system that are designed to meet both the external and internal factors of Ransbet Supplies (2003) Limited that affect its organizational design. Also, it would let the managers of Ransbet Supplies (2003) Limited emphasized that effective management depends on a situation or an environment hence encouraging adaptation to a certain need of the environment or situation. Again, the managers of Ransbet Supplies (2003) Limited should improve on its organizational structure by always performing a detailed assessment to ensure that every structure within the organization in line with the strategic objectives or goals and work plans. This assessment should involve feedback from staff and shareholders to ensure thorough understanding of the needs of Ransbet Supplies (2003) Limited.

Leadership Development

At Ransbet Supplies (2003) Limited, the key to the progress of the general management is effective leadership. Since the managers are effective, the subordinates are also fervent in working extremely hard to achieve the objectives of Ransbet Supplies. Ransbet Supplies (2003) Limited as part of its mandate organize leadership development programs every quarterly to train and enrich individuals within its working environment. This helps them to always have stream of qualified people who direct the business in term of difficulties and promote a society of innovation and growth (Serrat, 2017).

For Ransbet Supplies (2003) Limited to improve on its Leadership Development, I would suggest that the management accept the Leadership Pipeline Model (Charan, 2001) which emphasizes that Leadership is not only reserved for top management. The management upon my suggestion should instigate a system that find and develop leadership potential at diverse levels, raising a potent pipeline for future leaders.

Communication Strategies

Good communication is the epitome of Ransbet Supplies (2003) Limited. Ransbet supplies has a transparent and prompt line of communication which ensures information moves perfectly across all levels from the top management to the least staff. Ransbet Supplies uses different communication means like text messaging, emails, face-to-face meetings, phone calls, written letters and memos, which promote clearness within the organization and allows everyone to express his or herself towards achieving the business objectives (Stretton, 2015).

For Ransbet Supplies (2003) Limited to continuously be the epitome of good communication, I suggest that the managers should make it a daily habit of evaluating the efficiency of communication within the organization, take responses or views and make adequate use of modern data-driven insights to

continuously upgrade and enrich communication methods for best impact of the business.

Employee Engagement

One of the success secrets of Ransbet Supplies (2003) Limited always shared by its managers is the employee engagement. Their engaged employees are very forceful and dedicated to the success of the organization. The general management of Ransbet Supplies (2003) Limited concentrates more on always making sure their employees are having good working environment, appreciates and compensate employee's contributions and offer opportunities for professional growth. This employee engagement by Ransbet Supplies makes its workers more self-confidence, decrease turnover and enhances its business performance always (Stretton, 2015).

For Ransbet Supplies(2003) Limited to improve on its employee engagement, I would suggest the application of Maslow's Hierarchy of Needs (Abraham Maslow's Theory) to the management. That is individual contribution or accomplishment must be acknowledge and making sure that appreciation goes with employee's distinctive inspirations and ambitions. Again, I suggest that the managers of Ransbet Supplies(2003) Limited should promote a progressive mentality or attitude within the organization where all the staff see problems or difficulties as opportunities for studying and improvement.

Technology Integration

The use of adequate technology by Ransbet Supplies (2003) Limited in this current business environment is playing an important role in its retail and wholesale activities. The general management of Ransbet Supplies has invested in modern-day innovations like LED lightening throughout all their stores, Eco-friendly packaging options, energy efficient refrigeration system and automating inventory management system, Transaction Processing System (for record and process sales, purchase, inventory, and other organizational databases) and Human Resource Information Systems (HRIS). The HRIS is used to manage

important employee data such as job classifications, pay ranges, salaries, income tax withholdings, benefit information and many more. These innovations and tools have helped Ransbet Supplies (2003) Limited effectiveness and efficiency in delivering value to customers or consumers and gained competitive advantage over its competitors (Stretton, 2015).

For improvement of technology integration by Ransbet Supplies (2003) Limited, I suggest the managers should make sure all employees not only know the benefits of the modern innovations in the business environment but also self-assured and empowered to make use of them in their day-to-day activities. Again, I suggest the managers of Ransbet Supplies (2003) Limited should make it a point to frequently evaluate the performance and effect of their modern technologies to enable them seek opportunities for improvement, updates or alternatives to make even with developing trends.

Performance Measurement and Continuous Improvement

The management of Ransbet Supplies (2003) Limited has a monthly schedule for assessing performance and feedback mechanisms. I can confidently say, any staff who plays with this monthly program can be sacked or suspended because to them they will always say it is their very key component to their business growth. During this monthly assessment, the managers collect customer feedback through surveys and suggestion boxes, conduct performance evaluations and set KPIs (Key Performance Indicators) for the supermarket. These feed backs are regularly review and analyze to make necessary improvements which make them remain very capable in the retail and wholesale business environment (Stretton, 2015).

Concerning suggestion for improvement on performance measurement and continuous measurement, I would suggest the application of the principles from the Total Quality Management. That is the managers of Ransbet Supplies (2003) Limited should inspire all workers to always partake in the performance improvement activity, accept and observe any achievement which will promote a sense of ownership and motivation. Furthermore, I suggest that the managers

should create a constant chain reaction that supports open communication or discussion between managers and workers.

3.2 Modern know-how of increasing the efficiency in organizational activities.

In today's ever more competitive and challenging business environment recommends all organizations to improve their business constantly. The following gives some modern know-how and strategies of increasing efficiency across various positions of organizational activities in Ransbet Supplies (2003) Limited.

Digital Transformation

For Ransbet Supplies (2003) Limited to continually increase efficiency in this modern business environment, there is the need to accept digital transformation which is now the basis of modern productivity. Ransbet Supplies (2003) should take advantage of know-hows such as cloud computing, artificial intelligence to decrease manual works and automation to simplify procedures and ensure general efficiency (Nikitina, The concept of increasing the efficiency of the enterprise in modern conditions, 2023).

Collaborative Platforms and Communication Tools

Modern business activities are seriously dependent on continuous communication and partnership. Due to this, Ransbet Supplies (2003) Limited can exploit an innovative programs or policies and communication tools to enable immediate information handling, strategy management and teamwork. These know-hows adapted by Ransbet Supplies (2003) Limited will remove separations in the business's human resources and ensure transparency which will lead to efficiency of Ransbet Supplies (2003) Limited (Nikitina, The concept of increasing the efficiency of the enterprise in modern conditions, 2023).

Employee Empowerment and skills Development

Efficiency of any business setting is directly attached to the skills and empowerment of the staff. For Ransbet Supplies (2003) Limited to constantly lead their business market, there is obligation for them to empower their employees through training and development programs to enables the employees acquire the needed skills to work effectively. Skilled and empowered staff mostly work extremely hard with the aim of simplifying organizational activities (Nikitina, The concept of increasing the efficiency of the enterprise in modern conditions, 2023).

Flexible Work Arrangements

Modern-day efficiency does not only depend on systems and techniques but also it requires adjusting to developing work treads. For Ransbet Supplies (2003) Limited to still control the retail and wholesale market, the general managers should consider flexible work procedures, such as remote working options, flexible working schedules which will boost staff satisfaction and output. This tactic will lead to well-balanced work life and particularly foster efficiency (Nikitina, The concept of increasing the efficiency of the enterprise in modern conditions, 2023).

Environmental Sustainability

Blending sustainable practices with organizational activities will not only positively impact the environment but will also better efficiency. This is because when the general managers of Ransbet Supplies (2003) Limited accept to forever use eco-friendly innovations, improving energy utilization and lowering waste will bring cost savings and in the long-term improve operational efficiencies. (Nikitina, The concept of increasing the efficiency of the enterprise in modern conditions, 2023)

3.3 Establishments of Ways to Improve Organizational Performance

In today's always advancing business environment, organizations also constantly inquire about means to improve their organizational performance to stay ahead this competitive landscape. The following are some guides for Ransbet Supplies (2003) Limited that will help boost its organization's performance and urge growth.

Setting Clear Goals

The general management of Ransbet Supplies (2003) Limited can improve their organizational performance by defining exact, measurable, attainable, significant and time-bound goals and connect them with the general mission and vision. Establishing a distinct goal will offer a roadmap for their organizational activities ensuring that they are work in accord towards the common objective, eventually growing the organization's performance (Serrat, 2017).

Develop Key Performance Indicators(KPIs) to Track Progress

The general management of Ransbet Supplies (2003) Limited will need determine and initiate certain key performance indicators (KPIs) for the organization which is relevant to the set goal. These KPIs measurable assessments that will show how effectively Ransbet Supplies is achieving its goals. Perfect KPIs acts as inspirations as they offer the staff with a definite sense of growth and achievement when goals are achieved, promoting a performance-driven philosophy (Serrat, 2017).

Technology Integration and Automation

Ransbet Supplies (2003) Limited in improving their organization's performance must invest in innovative technologies that support their activities, improve work plan, decrease labor-intensive tasks and allows staff to focus valuable activities. Ransbet Supplies advancing in the right technology and automation can simplify the organization's process which will improve its productivity and offer a unique competitive advantage over the competitors, hence efficiency (Serrat, 2017).

Hiring the Right People

The people that the general manager of Ransbet Supplies (2003) Limited might hire into its organization has a considerable impact on its success story, philosophy and achievement. Strategies to improve Ransbet Supplies (2003) Limited performance should include plans for staff commitment and incentive in addition to valued skill and capability. Also, the time and energy that will be used by the manager in the hiring process and choosing qualified people who will understand and support the business goals and values, set the stage for nonstop growth and success. Most of all, the keenness for one to go the further to achieve results leads to improved productivity and better performance (Serrat, 2017).

Build Capabilities

Besides Ransbet Supplies (2003) Limited advancing in the correct tools and people, the management also needs to build its institutional capabilities to constantly outdo their opponents and achieve their goals. Building these institutional capabilities are all about incorporating technologies, people and processes. When all factors are collectively working excellently, Ransbet Supplies (2003) Limited can now deliver better goods and services, give a satisfactory customer service and achieve a notable outcome than its competitors (Serrat, 2017).

CONCLUSION

Ransbet Supplies (2003) Limited, a chain of retail department stores with three retail outlets, eight wholesale outlets, four distribution centers(warehouses) and an online store, prides itself as the leading retail and wholesale company in the retail industry of the Tarkwa Municipalities. A lot of strategic factors have accounted for the exponential growth of Ransbet Supplies (2003) Limited in the country. Among them are the uniform affordable prices they offer their customers, the quality of products they stock from highly demanded brands, the effective and efficient human resource and the strong financial base of the organization. The retail industry in Ghana, however, has seen a lot of increasing competitions from both local and foreign companies. As a result of the competitions, although Ransbet Supplies (2003) Limited has chalked successes for some decades, there is still the need for management to ensure continuous, intentional innovations and technological advancements to help them achieve higher competitive advantage and to continue to maintain their position as the leading organization in Ghana's retail industry ahead of their competitors or rivals. Ransbet Supplies (2003) Limited also needs to make efforts towards providing branches beyond the principal cities and towns of the country, and beyond its presence in Ghana, as this will help the organization to override its competitors which are regional in scope.

Although Ransbet Supplies (2003) Limited is strategically positioned, there are a few recommendations that can help the company to maintain its position in the retail industry.

Ransbet Supplies (2003) Limited should also consider expanding to other regions as well as other country. To gain more competitive advantage over the company's competitors, the company should look at the possibilities of having some of their stores and distribution centers in other parts of the African continents. This is very necessary because most of competitors like All Needs, Ben-Betty are already regional in scope. This might give them more advantage over their competitors.

One country I recommend that the company should target first is Nigeria, being the biggest country of ECOWAS and an English-speaking country.

Management of Ransbet Supplies (2003) Limited should take radical steps towards innovations. There is no denying fact that Ransbet undertakes a lot of innovative activities. There is, however, no distinctive department or clear strategies and processes for innovation in the company. The organization should have a department for such purpose, and there should be strategies and processes aimed at introducing innovation in the company. Such a department should frequently and continuously conduct research into areas where new products and new processes could be introduced. Employees should also be encouraged to be innovative, and they should be given clear processes through which they will channel their innovative proposals through the innovative department to the planning and economic department for approval and execution. There should be a form of motivation too for employees whose innovative proposals prove positive. Taking radical steps towards innovation is an important factor Ransbet Limited should look at because a lot of foreign (American and European) companies are entering Ghana's retail industry due to the welcoming and conducive nature of Ghana's retail market. This poses a lot of threat to Ransbet Limited, and this threat can be remedied with intentional radical steps towards innovations. Ransbet should therefore not stay complacent.

The marketing department of Ransbet Supplies (2003) Limited should frequently adopt new marketing strategies. Such strategies include market segmentation. The mass marketing strategy used by Ransbet Supplies (2003) Limited, though it is a great vehicle to reach all customers, may pose a great difficulty to the company someday. This is because Ransbet has its stores in the principal cities of the country while it says it has the public as its customer base. Geographically, the company does not have, or may even lose customers in some parts of the country. As a result, geographic market segmentation should be adopted by managers of the company to check this possible future problem. Also, since

public relation is a two-way form of communication, the department should ensure that they receive feedback from their target customers in all their PR activities.

The retail industry is one of the industries in Ghana with a lot of competitions by local companies as well as foreign companies, and Ghana has caught the attention of a lot more American and European retail companies. This means that the competition will be increasing. As a Municipality's largest retail industry, Ransbet Supplies (2003) Limited has put in place a lot of strategic measures in place which has made the company synonymous with retail company in the country. The company is still undertaking those measures and others to make it maintain its position in Ghana's retail industry.

Some of the factors that have helped the company attain this position include their strong financial health and stability, the effectiveness of the HR department, the vast range of products they stock with their uniform affordable prices across their stores and the suppliers they work with. Ransbet Supplies (2003) Limited also occasionally introduces new products and innovations in their business processes. The quality of personnel they employ in the various managerial positions of the company has also been a great contributing factor to their successes.

Although the above factors have helped Ransbet to reach this far in the retail industry in Ghana, there are however, some suggestions I have recommended in this report to help the company achieve higher competitive advantage and to maintain its position as the largest retailer in the country and beyond. The recommendations or proposals are that Ransbet should expand to other Regions as well, the company should take intentional and radical steps towards innovation, and the marketing department of Ransbet Supplies (2003) Limited should adopt new marketing strategies very often, including market segmentation.

When these proposals or suggestions are taken into consideration and worked upon, I believe that Ransbet Supplies (2003) Limited will continue to be the largest and leading company in the retail industry in Ghana.

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