BUILDING STRATEGIC HUMAN RESOURCE MANAGEMENT

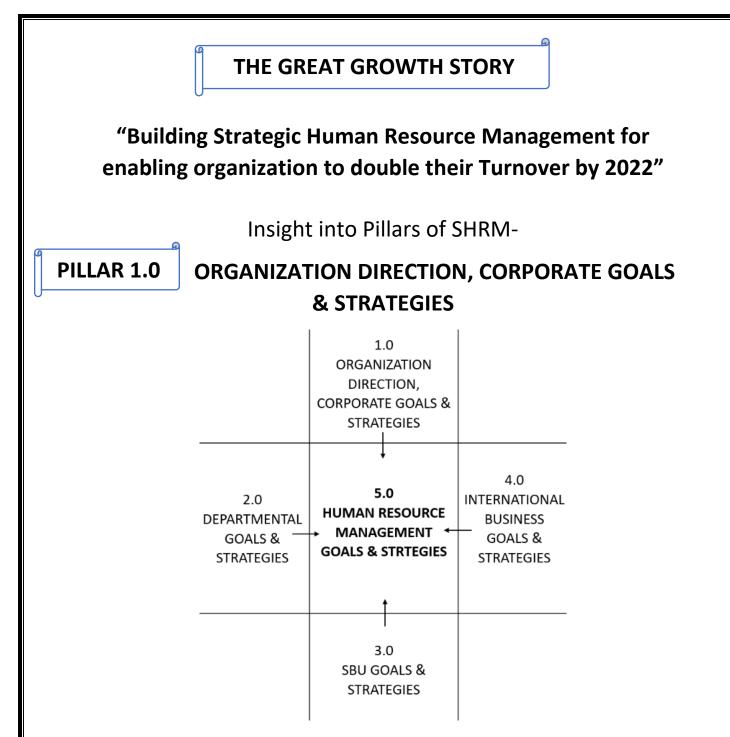
THE GREAT GROWTH STORY

Making it happen through Human Resource Management Goals & Strategies.

Growing Business Conglomerate has an ambitious Growth Plan for their upcoming Strategic Business Units.

The current turnover of the organization is Rs. 5000 Cr. per annum. Company wants to reach the turnover of Rs 10000 Cr. per annum within the next 4 years.

"The Organization has always been successful in achieving what they wanted to be"



1.1 CORPORATE GOALS DEFINED

- Growth
 - Present turnover Rs. 5000 Cr per annum to reach
 Rs. 10000 Cr. per annum in the next 4 years.
 - Operational facilities to be upgraded to produce up to Rs. 10000 Cr per annum.
 - Corporate Performance EBITA at 35%

- Others
 - Quality Standard Zero Defect
 - Environmental Wellness adopt 10 villages for development
 - Adopt 15 Schools

1.2 CORPORATE STRATEGIES CREATED

- Upgrade Technology & Products
- Turnaround of near sick units
- Setting up R & D
- Develop at least 10 new products
- Invest on Manufacturing facilities, upgradation & new facilities
- Outsourcing
- People Development Building Leadership Pipeline
- Building new business model
- Digitalization

PILLAR 2.0

DEPARTMENTAL GOALS & STRATEGIES

2.1 Department: Business Development		
	Goals	
• Y1 - Rs. 5000 Cr.	 Customer Happiness 	
• Y2 - Rs. 6000 Cr.	Index at 90%	
• Y3 - Rs. 8000 Cr.	• Cost of sales at 10% of	
• Y4 - Rs. 10000 Cr.	total cost	
 Joyous People at work 		

in
in
1

2.2 Department:	Operat	ions
C	Go	oals
• Meeting the E	lusiness	 Employee Happiness
Development	Target by	Index to be @ 90%
providing app	ropriate	• Digitalization to Produce
Products on ti	me	with Cost Reduction of
 Developing 		10%
Infrastructure		 Value addition to be
• Zero Defect		increased by 25%
	Strat	egies
 Productivity 		 Strengthening R & D
Enhancement	Centre	 Learning & Development
Continuous		 Good Manufacturing
Improvement		Practises
Process Innov	ation	 Enhancing People
Quality Syster	ns	Engagement

2.3	Department:
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B Department: R & D	
Go	als
 Develop 10 New Products – Estimated Market – 2500 Cr Process improvement - Reduction of overall cost by 	 Quality Assurance to replace quality control in the next 1 year Material Substitution of at least 3 major raw materials
5 %	•
Strate	egies
 Use of Academic Institutions for R & D Support Outsource Product Development Upgrade R & D facilities Recruit Scientist 	 Development of Effluent Treatment Plant (ETP) to discharge as per legal requirements Training in Simulators Training R & D staff in Innovation & Creativity
4 Department: Supply Cl	nain
Go	als
 On time availability of materials Zero rejection of raw materials Zero rejection in process 	 Cost reduction by 10% as compared with the average of last 3 years Distribution cost to be reduced by 3% Inventory Carrying cost to be reduced by 5%

Strategies		
Single Vendo	rs Vs	Inventory Control
Multiple Ven	dors	Waste Management
Pricing Impor	t & Export	Continuous
Developing D	istribution	Improvement
Network		 Digitalization
Developing v	endor so as	
to have Quali	ty	
Assurance by	vendors	
5 Department:	Finance	50

Goa	als
 Funds Availability for 	 Receivables to be
Expansion Facilities	reduced to an average
 Return on Investment 	period of 45 days
Estimation	 Financial Cost
 Reduction of Working 	Reduction by 2%
Capital by 25%	• 100% Legal Compliance
Strate	egies
 Alternate funding 	 Financial Due Diligence
strategies	 Digitalization
 Control on receivables 	 Creativity & Innovation
 Finance Modelling 	Cycle Time Reduction
 Project Viability Studies 	

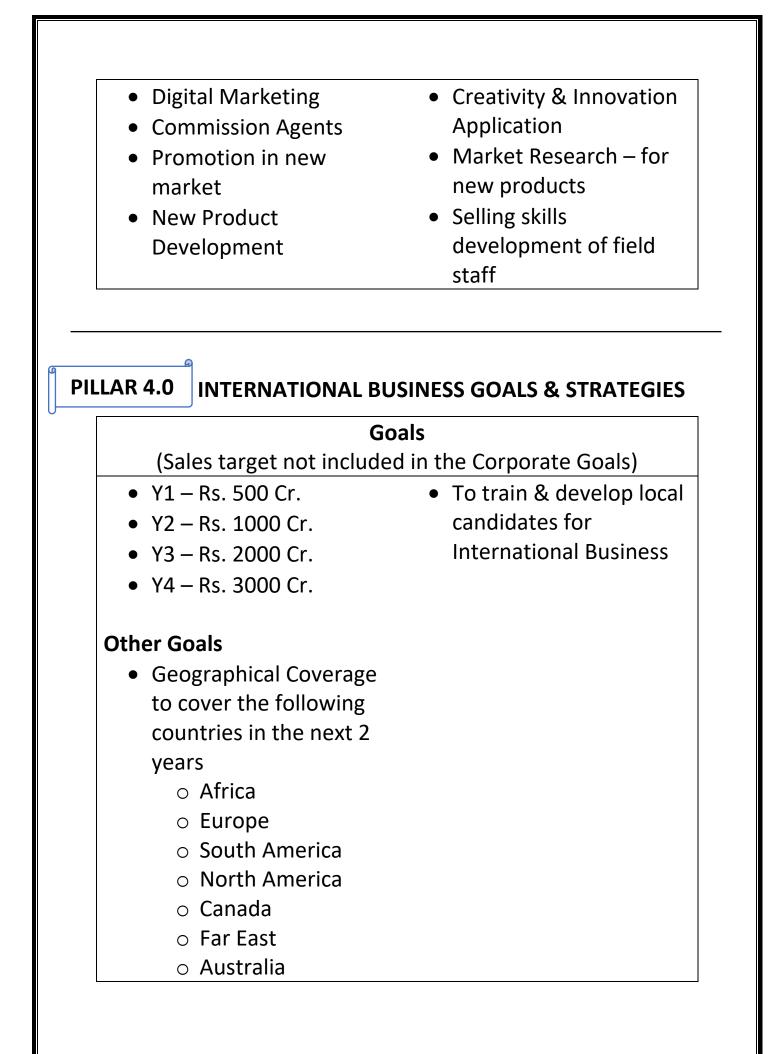
PILLAR 3.0 SBU GOALS & STRATEGIES

3.1 SBU 1

Goals	
• Y1 – Rs. 3000 Cr.	 Joyous people at work
• Y2 – Rs. 3000 Cr.	 Shared Service
• Y3 – Rs. 4000 Cr.	Optimization
• Y4 – Rs. 5000 Cr.	 New Product
	Development
Strate	egies
 Geographical Coverage 	 Training Distributors
 Distributor Network 	 Creativity & Innovation
 Digital Marketing 	Application
 Commission Agents 	 Market Research – for
 Promotion in new 	new products
market	 Selling skills
 New Product 	development of field
Development	staff

3.2 SBU 2

Go	als
• Y1 – RS. 2000 Cr.	 Joyous people at work
• Y2 – Rs. 3000 Cr.	 Shared Service
• Y3 – Rs. 4000 Cr.	Optimization
• Y4 – Rs. 5000 Cr.	 New Product
	Development
Strate	egies
Geographical Coverage	 Training Distributors
Distributor Network	



Strat	egies
 Product Promotion in 	 Participate in Industria
Electronic Media	fairs
 Dealership 	 Developing after Sales
Development in	Services
different countries	 Customer Relations
 Training the field staff 	Management
	STRATEGIES
	RESOURCE MANAGEMENT
UUALS &	STRATEOILS
 Insight into – 	
 Corporate Goals & St 	rategies
 Departmental Goals 	& Strategies
 SBU Goals & Strategie 	es
 SBU Goals & Strategie International Goals & 	
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 International Goals & From the above Goals & Strate have been identified. 5.1 Department: Human Re Go Building Growing Organization Achievement of 	A Strategies egies, HR Goals & Strategies source Management als • Digitalization • Cost Reduction • Legal Compliance

 Quality Standard – Zero 	
Defect	
Strat	egies
 Building Corporate Personality Building Joyous People at work Productivity Enhancement Centre Digitalization of HR HR R & D Operational Excellence through People Change Management HR Planning Compensation Management 	 Building Relations – Internal & External Building Quality & Business Excellence Nesting Talent Development in Organization Developing Leadership Pipeline Learning Centre for Skill Development to cope with the Digitalization needs Building Great Place of work

6.0 Implementation

- Cross Functional Teams
- External Facilitation
- Coaching Centre
- Project Planning & Control System

For additional information contact -

jayaram@vcgconsulting.net