**1.1 Advantages and disadvantages of different types of organizations**

 **Line organizational structure**

**In this type of structure, vertical relationships exist in the different levels in an organization. The authority in such organizations follows chain command. This type of structure comes with the advantage that authority becomes clear and is simplified. It also comes with faster decision making and is simple to understand and implement (**Khosravi, Haqbin, Zare & Shojaei, 2022).**In this form of structure, authority, accountability and responsibilities are simplified and clarified. These levels of responsibility are precise and understandable. Since the line organization are normally smaller, managements and employees have greater closeness. The disadvantages that come with this type of structure includes that it overloads key persons and that it neglects specialists in planning. This structure is used for particular product lines that are substantially different and those that need specialized expertise for production or distribution.**

 **Matrix organizational structure**

 **In this type of structure, specialists are used in different functional areas in an institution. There are several divisions and reporting relationships that are involved in the running of a company. Some of the advantages that come with this structure includes that there is decentralized decision making, strong coordination in the running of the project and improved environmental monitoring, flexibility in use of resources and faster response to change (**Shahani, 2020). **Disadvantages seen in this structure includes that it requires high cost of running, high chances of conflict and it also presents potential confusion over authority and responsibility. This structure is used in large institutions and probably those that have many lines of production or service lines.**

**1.2** **Analysis of ways in which organizational strategy should be linked to products, services, customers and revenue.**

 The strategy of a business should first be pegged on the changing customer needs and preferences. The business should first look into what customers prefer and make products that align to those needs. Another way of shaping the strategy is by looking at the competition and the market (Gibson, 2021). . The players in the market should be examined to gather what products and service they have in the market, their pricing strategies and their brand appeals. The company should exploit the weaknesses of the competition and work on improving their products based on this information.

 The price point helps determine the strategy of a company. The company could introduce a premium price that elevates it above competition. Most high end customers always consider expensive options to be better and superior. The company could also introduce cheaper options in order to retain low end customers.

 In order to utilize its revenue prudently, a company should consider how it designs its structural elements (Gibson, 2021). It should only consider having those departments or divisions that are necessary. Each department should have its own strategies to attain its own goals. The other strategy should touch on labor force planning. It can deploy employees through contracts with the intention of cutting down labor costs if it is operating under a tight budget. Permanent employees will receive much more benefits and thus the company can chose to engage them when its revenues are high. The company can also settle on decision making process strategy. If the business is big and growing, then the number of managers has to be increased too but if the company is still in its infancy stages, then the decision making systems have to be narrow and slim.

**1.3 Analysis of the current and ongoing impact on organisations of the range of external factors and trends.**

 The factors that affect the organization can either be grouped as political, economic, social, technological and environmental (George & Schillebeeckx, 2018). The political factors are those that are reliant on government policies, trade and tax policy or political stability. They affect how a company operates. The economic factors touch on those that affect the demand and the supply, changes in interest rates as well as inflation rates which could affect the operation of the company. The social factors are those that touch on the emerging trends and patterns in population analytics, demographics and customer behavior. These factors determine the various steps a company takes in planning its operations. The technological factors include those that touch on ICT revolution that concerns a company and directly affects it. The environmental factors are those aspects that touch on the operations of a company or the demands of the consumer and include climate changes, weather to renewable resources among others. The legal factors include the issues that the company engages in that are affected by the legal requirements of the country. Some of them include health and safety requirements, labor laws and consumer protection laws among others.

 Each of these factors may affect the business negatively and positively depending on how one responds to them. The positive impacts enable the business to create opportunities while the negative ones may ruin a business.

**1.4 Assessment of two current issues and causes that identify key priorities within organisations that will affect product/service delivery, and the impact this may have on people practice and solutions.**

One of these issues includes keeping up with the market. Sometimes a business may be unable to keep up with market trends since businesses change continually. To be able to beat this issue, a business should always do its market research well and vigorously so that it can rely on information that is up to date (Comstock & Raz, 2018). As a business succeeds, competitors take notice and react to what one is doing. A business will need to understand where its products are in their lifecycles and do what it takes in order to maximize profitability. The business will need to invest in innovation and develop a stream of new profitable services and products. The customers should also be implored to share any information they have concerning the market. They can also roll out effective IT systems.

 By keeping up with the market, the business will benefit by having better decisions, identify opportunities and threats more easily, stay ahead of competition, better understand their customers, be able to improve financial performance as well as have reduced risks. The business is also able to become more successful.

 The other issue faced in the business includes inability to plan cash flows and financial management. Cash flows is always important for any business to facilitate trading. Making the best use of finances should always be a key element in the business planning and assessing new opportunities. The business if it has limited resources may need to pass some promising opportunities so that key functions of the business are not starved funding. The business should roll out effective credit management and tight controls of controlling finances. Stock should be regularly taken as well roll out measures for effective supplier management. When the business is able to plan cashflows and financial management it will have smooth operations with the external stakeholders like suppliers. There are better plans and decisions and a business is able to expand at the right time among others.

**1.5 Ways in which people practices can impact on organisational systems and structures, and therefore affect the effective employment, management and development of people**

 One of the practices that can be rolled out in a company includes regular meeting and consultations (Bhattacharyya, 2009). This enables better decision making and therefore a better mechanism of solving problems in the company. The company also stands to gain from having its issues solved in a better and efficiently. This ultimately helps improve the performance of the organization and productivity of the staff. Through better decision making, employees work better and running of the operations of the company becomes easier and people get the chance of developing themselves easily. Other advantages of decision making is that it boosts efficiency and competence since employees do not waste substantial time in locating the right result. This substantial time is spent in productive works. The decision making process enables employees share ideas, brainstorm and collaborate in a relaxed environment.

 With good practices in employment, it becomes easy to cut down costs and time. When employees share the information they have on their minds together with their experiences and achievements, they are saved from committing similar mistakes that had been done by their predecessors (Bhattacharyya, 2009). They are therefore able to come up with the right solution in the subsequent times. Other than saving time, the costs incurred in running the business are also brought down as employees can get all the correct responses easily thereby improving customer contentment.

 The other practice in the workplace includes health and wellness. Working involves spending a lot of hours, frequent travel and tight deadlines. All these are bound to leave an employee mentally and physically stressed. Employees also lose interest with time and may think of looking for other jobs elsewhere where they have relaxed schedules. It has become a trend to find employees having lifestyle related diseases like hypertension or diabetes. As a result, most HR departments often introduce regular checks to monitor employee lifestyles geared towards them having a healthy lifestyle. Institutions are begging to realize the healthy employees translate to high productivity and efficiency. They therefore introduce this on top of medical insurance.

 Companies have also introduced instant rewards so that they can retain as well as attract the right talent (Bhattacharyya, 2009). They even have introduced lifestyle perquisites like a house, car or club membership among others. All these rewards are given to make employees feel appreciated when they excel and so that they become more committed. There has also been an introduction of right skilling. This comprises of matching jobs with a particular level of training. This is mainly used in order to build talent base and it has helped in reducing attrition rates and wage costs.

**1.6 The impact that technology on people, work and working practices, and the current and emerging scale of the use of technology within organizations.**

Technology brings speed and efficiency. It makes workers to be more productive than before since with technology there is an increased rate of production and speed. Technology has made it easier to work together even as they work remotely. It becomes easier to do collaborations even when employees are not physically in the same place (Teicholz & IFMA Foundation, 2012). Technological solutions like video conferencing and cloud file sharing tools like Google drives has made things to be even simpler. Technology has popularized co-working spaces where many people get to work together without having no designated office space. This means that one does not need to live where they work. Technology has made it easier to communicate and collaborate as team online.

 Technology has made communication easier which is advantageous for today’s corporate environment. Cloud based platforms like Zoom or Teams have made connections easier and made working remotely easier too. Productivity increases since feedback is always immediate. Technology has also enhanced security by making infiltration of network and systems cumbersome. About 90% of security issues in a company are caused by human errors and technology comes to reduce this number.

 Technology changes the way businesses communicate making it become fast, instantaneous, deliberate, collaborative and unified. One does not need to be present at the place of work and even be able to engage in other important works outside the office (Teicholz & IFMA Foundation, 2012). Technology also helps keep the business fully organized. It becomes easy to keep track of everything and the quality and quantity of work improves as well as doing risk assessments easily. Other uses of technology include that it makes business operations more productive, help in cost management, keeps the business secure and introduces easy customizations in the business. The risks of security breaches are reduced compared to the past. It becomes easier to keep track of the online communication and activities so that it is easily able to limit the likelihood of an employee getting involved in a wrong practice.

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