

Human Resources, Marketing and Finance Report

Pointbreak Pty Ltd manufactures and sells fashionable sunglasses directly to retail outlets in metropolitan areas throughout Australia. The business employs 200 employees in manufacturing, administration and sales.

Pointbreak Pty Ltd has recently reached the maturity stage of the business life cycle. Market share has stagnated at 35%. It has identified the Asian region as a source of expansion. However, such plans will require further funds and new global marketing strategies.

In addition, Pointbreak has experienced problems with human resources. Management is finding it difficult to acquire and maintain staff, experiencing high levels of staff turnover.”

You have been employed to prepare a report for the management of Pointbreak Pty Ltd. In your report:

- Describe the processes of human resource management
- Explain global marketing strategies that could be implemented
- Recommend an appropriate source of finance to fund the expansion plans into Asia.

Criteria	Marks
<ul style="list-style-type: none"> ● Comprehensively provides characteristics and features of the processes of human resource management ● Comprehensively relates the cause and effect of global marketing strategies that could be implemented ● Clearly provides reasons in favour of an appropriate source of finance to fund the expansion plans in Asia ● Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question ● Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts 	17-20
<ul style="list-style-type: none"> ● Provides characteristics and features of the processes of human resource management ● Provides some reasons in favour of an appropriate source of finance to fund the expansion plans in Asia ● Relates the cause and effect of global marketing strategies that could be implemented ● Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question ● Presents a logical and cohesive business report using relevant business terminology and concepts 	13-16
<ul style="list-style-type: none"> ● Sketches in general terms the processes of human resource management ● Provides characteristics and features of global marketing strategies ● Provides characteristics and features of an appropriate source of finance ● Includes features of a business report and uses some business terminology and concepts 	9-12
<ul style="list-style-type: none"> ● Provides a basic sketch of a process(s) of human resource management ● Sketches in general terms global marketing strategies ● Sketches in general terms a source of finance ● May include some features of a business report and uses basic business terminology 	5-8
<ul style="list-style-type: none"> ● Refers to human resource processes and/or marketing strategies and/or sources of finance ● Uses basic business terminology 	1-4

Answers could include:

Processes of human resource management

- Acquisition
- Development
- Maintenance
- separation

Global Marketing

- global branding
- standardisation
- customisation
- global pricing
- competitive positioning

Sources of finance

- internal sources of finance – retained profits
- external sources of finance:
 - debt– short-term borrowing (overdraft, commercial bills, factoring), long-term borrowing (mortgage, debentures, unsecured notes, leasing)
 - equity– ordinary shares (new issues, rights issues, placements, share purchase plans), private equity