

Marketing and Human Resources Report

Jarvis Pty Ltd is an emerging Australian company that manufactures and distributes custom made furniture for Schools in South-East Queensland. Education systems throughout Australia are looking to arrange their classrooms in ways that improve student engagement and learning. As a result, *Jarvis Pty Ltd* is rapidly increasing their sales in Queensland and now plan to expand throughout Australia.

The following issues have become clear as they develop their expansion plans:

- Manufacturing in Australia is expensive (by global standards)
- The legal framework relevant to human resources is complex in Australia
- There is a wider range of potential customers, including TAFE and Universities
- Ethical considerations are central to all decisions made by the company

You have been employed to prepare a report for the management of Jarvis Pty Ltd. In your report analyse the influences on marketing and human resources that the business must consider in attempting to successfully expand throughout Australia.

Criteria	Marks
<ul style="list-style-type: none"> • Draws out and relates the implications of the influences on marketing and human resources that the business must consider in attempting to successfully expand throughout Australia • 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"> • Relates the cause and effect of the influences on marketing and human resources that the business must consider in attempting to successfully expand throughout Australia • 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"> • Provides characteristics and features of the influences on marketing and human resources that the business must • Includes features of a business report and uses some business terminology and concepts 	9-12
<ul style="list-style-type: none"> • Sketches in general some of the influences on marketing and/or human resources • May include some features of a business report and uses basic business terminology 	5-8
<ul style="list-style-type: none"> • Refers to influences on marketing and/or human resources • Uses basic business terminology 	1-4

Answers could include:

influences on marketing

- factors influencing customer choice – psychological, sociocultural, economic, government
- consumer laws
 - deceptive and misleading advertising
 - price discrimination
 - implied conditions
 - warranties
- ethical – truth, accuracy and good taste in advertising, products that may damage health, engaging in fair competition, suggesting

key influences on human resources

- stakeholders – employers, employees, employer associations, unions, government organisations, society
- legal – the current legal framework
 - the employment contract – common law (rights and obligations of employers and employees), minimum employment standards, minimum wage rates, awards, enterprise agreements, other employment contracts
 - occupational health and safety and workers compensation
 - antidiscrimination and equal employment opportunity
- economic
- technological
- social – changing work patterns, living standards
- ethics and corporate social responsibility