James Johnson Company Analysis

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The Letter of Authorization contains the addresses of both the clients and officials in charge of interviewing the customers regarding a product. The address states the name of the company and the location. A date is included in the letter, showing the time it was drafted. The subject of the message is written below the year. The letter is addressed to the sir or madam receiving it, which is followed by a short explanation. The letter is signed at the end.

The Letter of Transmittal contains the name of a company at the top, and two addresses follow: the writer's address, the date, and the company address. The surname of the person to whom the letter is intended is below the address. A written explanation of a person's needs is short, and below it is the writer's signature.

James Johnson Company deals with a wide variety of cosmetic products, and most of its products are new to the market. The company aims to sell as many products as it can and make customers trust its products, thus obtaining excellent profits. The company captures customers' views through interviews to get any complaints against its products. Some customers have adverse effects associated with Bismuth body lotion and want the company to make changes.

Introduction

Business reports are a series of documents presenting data and information to, for example, the board of directors of a company. The report contains reviews of services rendered to customers, promotion and new marketing strategies, and the company's financial plan regarding the yearly budget. Business reports are essential in both small-scale and large-scale organizations as they pass or transmit information from one level to the next. In a large-scale organization, it is difficult for a manager to gather information himself. Therefore, they rely on reports presented to them to be up to date about the organization's performance and status. Reports provide details and interpretation of information, which makes them easy for the target reader to understand. A manager's job is mainly to make the necessary decisions to ensure that the operation of a company runs smoothly; a report aids the manager's decisions, thus solving problems (Thornton & Grant, 2017). Shareholders, customers, suppliers, and government officials need an update on a company's operational proceedings. Therefore, the report plays a role in communicating with them about the company's financial status.

Labour-management relationship improvement happens through the use of statements, especially in large organizations, as there is minimal contact between management and employees. Reports are

written, and the company secretary files them, thus serving as a base of information for the future. Research about customer satisfaction when customers use the products is carried out through face-to-face interviews and online product websites. Research about the company's products gives the company an opportunity to make improvements in case of any faults. Reports obtained from customers at times recommend actions for a company to take to boost the quality of its products. A company that improves product quality attracts more customers to purchase its products. Reports help managers plan, organize, and control daily company operations.

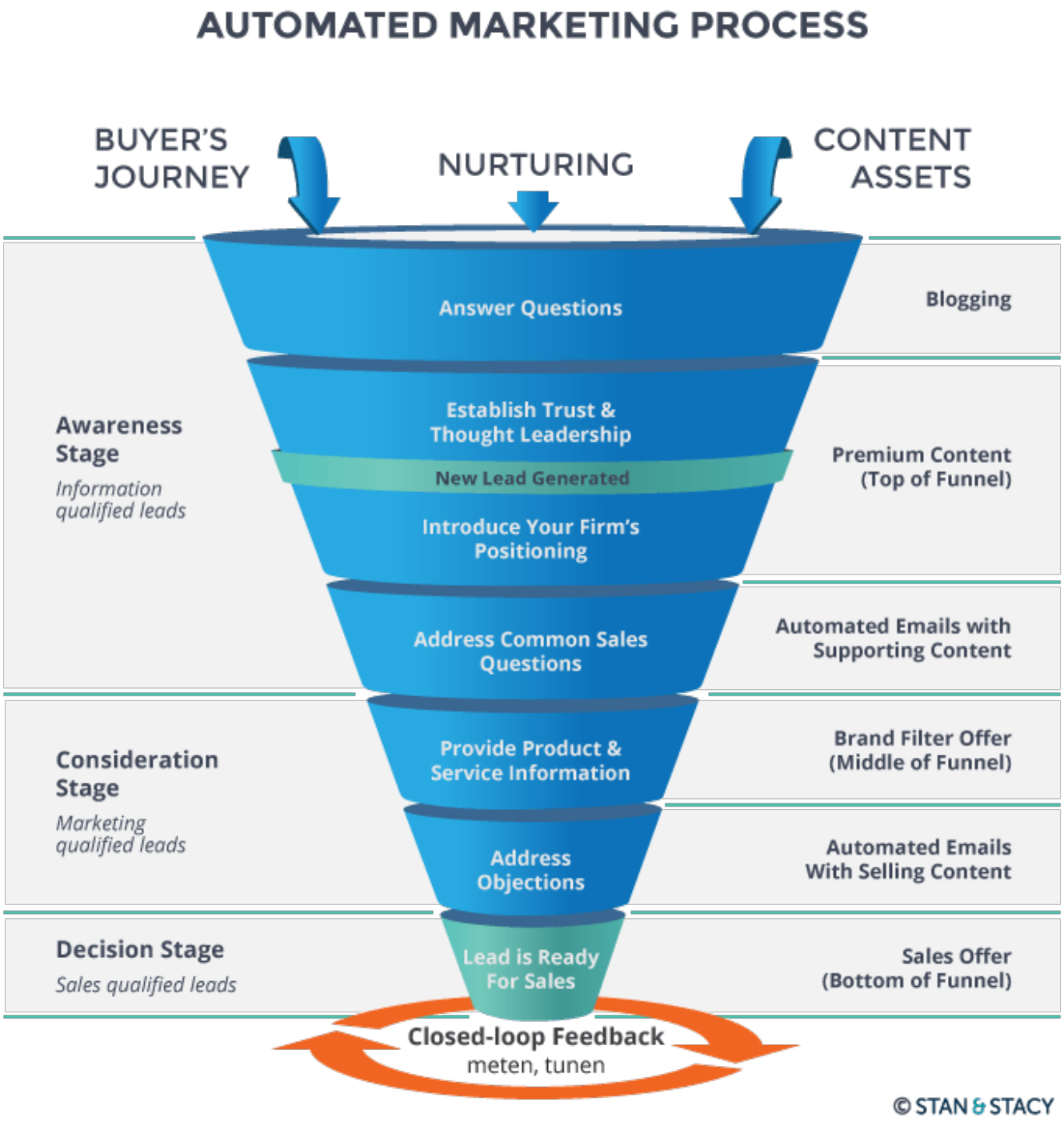
Findings

Findings involve data presentation and are often divided into sections based on research questions and data. Graphs, tables, diagrams, and charts are some of the qualitative analyses used to present findings, as well as descriptions and scenarios. James Johnson Company deals with the manufacture of cosmetic products. Some employees conduct interviews with customers regarding a wide range of products they manufacture, starting from lotions, nail polish, face products, and oils. Personnel are assigned to conduct research first to find out customers' opinions regarding the price of each product the company offers. A significant number of customers, about 60%, complain about the high prices charged by the company on body lotions. The company personnel interviewed people of different ages and states across the United States to assess which countries mostly use body lotion and which target customers. Youths between the ages of 15 and 45 primarily use body lotions. Teenagers apply creams to their whole body to stay moist and to smell nice. Interviewed adolescents indicate that the company's lotion products have a delicious smell, and their odour is retained for an extended period. On the other hand, aged people suggest that the lotion has a strong smell, which at times could cause complications for a person who is asthmatic. The population of youths in most states across America is vast, and therefore, Bismuth lotion product sales increase. Bismuth lotion's unit sales decrease due to the high price of the product, and consequently, a significant number of people can't afford to purchase it. States where the population of youth is low show small quantities of product sales (Djankov & Simeon 247). Company personnel also conduct research on the other products and find that most of the products are affordable to a large group of people, which is good news for the company. People's daily earnings determine the beauty products they purchase, which means if a person's income is high, it is much easier to afford a beauty product that is not a necessity.

As the cost of production rises, the company increases product prices, which tends to cut off some customers from using their products (Watson & Kevin, 2017). Economic standards of a country give a positive value when people can afford necessities and other merchandise in an easy manner, which is determined by people's incomes. Most people love to purchase beauty products online and from company retail outlets. Nowadays, everyone has a smartphone, and online purchases save them time and provide delivery to their doorsteps. Some customers complain that there is a delay in product delivery after purchase and want the company to improve by employing more people and purchasing more delivery vans. Some products are not available in retail stores that are far from the company location, thus making customers shift to other products offered by other companies. Diva nail polish

manufactured by the company is mostly used on toes, and it takes a long time for the shine to come off. Big nail art businesses mainly use this nail polish as it is affordable, thus obtaining good profits after labour costs. Oils like olive oil, palm oil, and nut oil are mostly used by massage parlour businesses to ensure that their customers relax in the best way possible. Massage outlet business owners complain that the price of these oils is high, thus making minimal profits (Newman and Nic et al., 2017). The above oils are the best for providing relaxation to the client's legs and back. Face products like face dead skin remover are scarce in retail stores, and when customers order online, it takes days to get the product.

Customers Analysis



Conclusion

It is essential for every business to draft business reports every now and then to know its standing. Customer complaints emphasize improving the quality control procedures. Some customers complain that Bismuth body lotion has a strong smell that can cause harm to some customers. The strong smell of the cream indicates a significant portion of perfume is used during product manufacturing. Too strong an aroma is driving away customers due to fear of recurrent asthmatic attacks. Through this

report, the company can adjust component proportions used in manufacturing beauty products, thus increasing customer satisfaction. Customers complain about increased product prices, which makes it challenging to acquire products, especially for low-income-earning people. Most online purchases are delivered long after the order is placed. A lot of people will shift to companies with excellent and timely delivery service, thus causing James Johnson Company to lose its potential customers. When a customer is satisfied, he recommends the products to friends, colleagues, and family members to buy the products. If the company fails to meet the customer's needs, it gets a bad name, which is bad for business. Customers indicate that some of the beauty products by James Johnson Company, like facial products, are in shortage. When customers lack products from the manufacturer they need, they shift to other companies whose products are readily available in the market. For a company to retain customers, it needs to put their demands first before everything else. For a company to expand and make good profits, it has to prioritize customers' needs and make sure it listens to and rectifies mistakes about products on the market. Reviewing products offered to customers is necessary, as it shows that companies are concerned about customers' well-being.

Recommendations

When a company obtains a report about the products manufactured and used by people across the country, management reads the findings. A good-quality product attracts a wide range of people to use it. When a product is of good quality, no harm comes to customers who use the product. During the manufacturing process, James Johnson's production personnel should make sure all procedures are followed. Some workers are careless, and production is a broad area in which more qualified production supervisors need to be deployed. If the employees in the production process are well supervised, this will make sure that the products available at the market are good. The company directors should do away with production employees and supervisors who neglect their daily duties. The company should hire information technology experts to make software for the company, which will make it easier for customers to buy products online. Some facial products are in shortage, and the company management should make new plans to source their raw materials. The availability of raw materials makes sure that a product needed by a customer is delivered on time and is readily available. To curb the increase in product prices, the company should establish a cheap source of raw materials. When production costs such as electricity influence product prices, the company should shift to solar or wind power to cut its losses. The company transfers production costs to customers through high product prices. The company should put in place measures to make sure even the low-income earners benefit from its products. Having more customers for the company's products is an advantage as profits are generated from the goods. Customers are the most essential part of a company because it cannot operate without people to buy its products.

James Johnson's company management should pay attention to every detail of the report findings to ensure that any negative comment is corrected. The company should concentrate more on selling products online and advertising them to people who are unable to walk into a retail store to pick a product. For a company to adjust to technological changes, it has to ensure its software is up to date.

A company should hire more delivery employees to make sure that products that customers order online are received in due time. The relationship between a company and its clients improves the experience while reducing problems faced by the customers. To enhance customer experience and respond positively to challenges, the company obtains customers' views. The company should also buy more vans and motorbikes to make product delivery comfortable and make sure every customer's order is delivered. The company management team should visit other successful companies in a similar field to learn vital information that they can apply to their production section to ensure better quality products. The company shall have to state the level of expertise that it wants for its customers. The company's vision for better services should be communicated to the organization at large and especially to the store associates who directly deal with the customers. Their level of professionalism should always be up to par. The organization shall be able to retain its customers while continuously improving the quality of service and products. The only way to know whether or not the services and products being offered by the organization are of good quality is by getting customer feedback. The swifter the feedback is, the quicker the process of resolving and improving service and product delivery. James Johnson Company should also ensure that issues raised by any of the customers are resolved within no time.

Works Cited

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