**Assignment 2:1 – Formal Report Proposal (Revision)**

Name: Xavier dela Cruz

Date: February 24, 2016

To: Stephanie Ng

From: Xavier dela Cruz

Date: February 2, 2016

Subject: *Proposal for Improving Online Presence through the Implementation of*

*Organizational Change in Tea for Two Studios*

**Introduction**

In today’s world, social media platforms and web folios play an important role in a brand’s overall visibility and reach. Large corporations, such as Apple and Microsoft, have portrayed an effective use of e-business (online marketing) practices. These practices have included the use of social media platforms, and consistent web-content updates. This results in better outreach on potential clients, where classical marketing methods–such as television and flyers–have gone unnoticed. If neglected, the perceived lack of engagement with potential clients, and the absence of recent works may reduce e-business metrics. As a result, it may reduce the profitability of a business.

Tea for Two Studios–which is a Vancouver wedding photography business–has observed lower e-business metrics and profitability. Staff are trained to have broad skill sets versus implementing their expertise in specific roles. This has resulted in the neglect of the e-business sector of Tea for Two Studios.

**Statement of Problem**

At the beginning of 2016, I have noted a reduced number of wedding business inquiries and visits through the webpage. In addition, there is an apparent lack of engagement in our Facebook page. Based on the website metrics, I have observed an approximately 60% decrease of visits in comparison to the last 4 months of 2015. Moreover, I observed a 39.5% decrease in social media engagement which are measured through clicks, views, and comments by Facebook’s metrics system.

Usually, the period between October and January would yield a large number of inquiries from potential clients. Lower e-business metrics have resulted from the lack of proper role-management in staff. Moreover, the ineffective implementation of knowledge management has left staff untrained in certain aspects of the business – notably, e-business roles. Thus, it may correlate to the observed lower profitability and job availability.

**Proposed Solution**

Certain staff have shown expertise in web-design and marketing communication skills. These skill sets are not implemented in the e-business aspect of Tea for Two Studios. Thus, further in-house training of these aforementioned staff will be a potential solution. However, before training is implemented, we must also improve the current protocols by conducting research or consultations with Marketing Consultants. Its improvement will be taken in the context of organizational behavior studies. These concepts will include motivation, role-assignment, and organizational change will be used to develop better training methods.

**Scope**

To implement the most effective solution to this issue, I plan to assess these five areas:

1. What are the costs and time investment needed for in-house training?
2. Should staff trained in these areas remain in these dedicated roles, and be removed from their original duties?
3. Would it be more cost-effective to outsource e-business management to third party companies that specialize in this?
4. What is the most effective organizational change model that can apply to the company?
5. Will the chosen model be applicable if the company expands on different e-business platforms?

**Methods**

Primary sources of data will include consultation with Stephanie Ng, since she is a co-founder of the company, and has been involved it its growth since 2014. This will be followed by surveys from Tea for Two Studio Staff, regarding organizational behavior concepts such as motivation, job redesign, and culture. Moreover, a consultation with Alex Chuang, a Sauder School of Business Graduate and start-up CEO of Weeve, will be used to assess current e-business costs and methods. Furthermore, Ying Ying Choi, a graduate in Business Administration and holds a diploma in Marketing Communication, will be consulted for improving e-business metrics and marketing practices. I will also observe e-business metrics on both the webpage and social media platforms and note the effect of the changes implemented by Tea for Two Studios.

My secondary sources will include publications on e-business management, and published data from large corporations, such as Apple and Microsoft.

**My Qualifications**

I have been a big part of Tea for Two Studios as a co-founder since 2014. However, I have temporarily suspended my role as a co-founder due to current academic obligations. Regardless, I have been in a lighter managerial role. I manage teams, train staff, and process the financial statements for each company quarter. Thus, my large involvement in the company will allow me to implement the changes and have direct access to the company’s e-business metrics.

**Conclusion**

Based on the current available data, we have clearly seen a decrease in e-business metrics. This has resulted in fewer business contracts with clients. The implication of this will result in lower profitability and job availability in the company – which has been observed for 2016. Therefore, with your approval, I will immediately begin the research and development on potential implementations.