

To: Stephanie Ng

From: Xavier dela Cruz

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Subject: *Proposal for Improving E-business Metrics 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 online marketing strategies (also known as e-business 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

Over the past few months, 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 social media platform. Based on the metrics, I have observed an approximately 60% decrease of website visits this 2016, in comparison to 2015. Moreover, I observed a 39.5% decrease in social media engagement in the form of lesser comments and inquiries through the company's Facebook page.

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 by senior staff regarding e-business roles will be a potential solution. However, before training is implemented, we must also improve the current methodologies in the company's knowledge management. Its improvement will be taken in the context of organizational behavior studies. Concepts that involve motivation, role-assignment, and organizational change will be used to develop better training methodologies for role-specific expertise. However, we will also consult with Marketing professionals to assess the feasibility of hiring third-party marketing companies.

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 in 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 Launch Academy, 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 usually 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.