## Executive Summary

The purpose of this report is to elucidate the inspection of forces that play an important role in the overall business conduct of the Oman Fisheries Company (OMC). The report begins with a brief introduction of the topic and moves to the background information of the Oman Fisheries Company (OMC). As the name suggests, the Oman Fisheries Company (OMC) is a growing brand name in Oman as the company aspires to deliver high quality fish products in both local as well as international markets. The next part of the report highlights the industry information related to Fishing in Oman. It was seen that fishing offers a great potential for the country and it promises great in the future as it offers tremendous opportunities for investors to promote Fish Farming in Oman. Setting up of hatcheries in the economy of Oman would take the fishing industry to a different and advanced level which would be a certain boom for the economy.

The next parts of the report narrows down to key areas which are potential sources of conflicts for the Oman Fisheries Company (OMC). They have been identified as Technology, knowledge management issues in the company and that of catering to a wide spectrum of people at different times of the year. The problem of managing the resources in order to supply as per the requirements of the various clients has been further elaborated in the given report. The solutions to the problem have been given as setting up of a dedicated business unit to take care of the local needs of fresh fish, ways to transport fish regularly throughout the year to US Market and that of making provisions to attract investors to set up Fish Farming in Oman. The report ends with a brief conclusion which ties the contents of the report together.

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## Introduction

Management challenges are inherent in any business; this report identifies the case of Oman Fisheries Company (OMC) as a business unit and examines the scope of the activities that are being primarily performed by the company. Oman Fisheries Company in Arab (South West Asia) is a well known brand and has expertise in providing high quality fish products in both domestic and international markets. The company’s mission to provide health and high quality fish products to consumers across the globe and hence become a globally known business unit, It then details the possible problems that are a cause of concern for the company and feasible recommendations have been provided for the same. Dealing with management issues and confrontations require improvisation and ability to foresee future so that the company is ready to face any possible scenarios that might occur. This particular report focuses on the business activities of Oman Fisheries Company (OMC) as a general discussion and also provides the overview of the fishing industry and its prospects in the country of Oman. It then details the issue and problems that the company is facing in its day to day operations and daily affairs. The major issues that were identified is related to the use of the technology for the operations, providing accurate know how of the technology that is deployed to the fishermen which are potentially unskilled and uneducated and thus patience and coordination of the senior management is required, Finally, there is a problem of sorting out the orders from different parts of the world at different time periods of the year to which the company Oman Fisheries Company (OMC) is required to cater to in order to remain competitive in the market place relative to its counter parts (Zou 2009).

The major issue to which this reports provides a solution to, is that of Season availability issues and matching it to the needs of the various markets (Local Markets, International Markets). The later part of the report addresses the possible solutions that the company Oman Fisheries Company (OMC) can utilize in order to solve the given problem. It has been expained that the Oman Fisheries Company (OMC) needs to identify their possible target markets and break down the same to monthly targets. This would enable them to focus on the issues of a given geographical area in a particular period of a year. Creating a priority list would help the Oman Fisheries Company (OMC) to deliver quality to the external customers which would ultimately lead to a good brand image of the company which is crucial for obtaining a possible source of competitive advantage in the given dynamic contemporary business environment (DIANE 1994).

## Company Background

Oman Fisheries Company in Arab (South West Asia) is a well known brand and has expertise in providing high quality fish products in both domestic and international markets. The company’s mission to provide health and high quality fish products to consumers across the globe and hence become a globally known business unit. The company also deals in food processing and as a marketer to promote their primary services. It is an ISO 9001:2008 and HACCP Certified EU approved certified company. The major exports of the company are to countries like France, Italy and Spain. The fresh fish is consumed more by the local and the European markets whereas countries like China and parts of Africa demand frozen fish. This report highlights the internal and external analysis of the Oman Fisheries Company (OMC) to identify a core management problem in the company so that the same can be resolved. It has been seen by the virtue of this report that Oman as a country has great potential as far as the geographical location is concerned for fish farming. Fish Farming was started around the world in the 1970’s and today it accounts for about 30% of the total fish production worldwide. The short term objective of the Oman Fisheries Company (OMC) is to reach to the level of possession of 30% share of total Omani production which would result in the company having a turnover of 40 million RO and it would then handle 48000 metric tons of production which would ultimately lead to make 3.8 million as their net profit to boost the bottom line (Elliott 2010).

The company is committed to fair practices and believes in transparency in their respective operations for the complete satisfaction of the related stakeholders, internal and external customers, government authorities, professionals and other related parties. The senior management of the company is also keen on promoting the interest of prospering Oman as a country or a preference for investors for starting fish farming which would ultimately result in a win-win situation for everybody associated with it. Some of the issues that would be discussed in this report which can prove to be shortcomings for the company are that of related to use of technologies to improve year long supply, human resource issues, promoting fish farming in country of Oman, corporate governance issues (shareholders and their respective rights), identifying the correct mix of target market to ensure that the organizational goals (mentioned above) to be achieved in accordance to the preliminary plans (Ten key 2004).

## Industry Information

The fishing business is apparent in Oman right from the very beginning. At the start, local fishermen would use traditional methods that made the use of simple techniques and fundamental tools to catch the fish and sell it to the end customer. It was however not long when prospective companies cashed in and used sophisticated methods to attend to the needs of the rising demand in the industry. The evolution of using state of the art technologies is still a cause of concern for Oman Fisheries Company (OMC). For a long period of time, trawling as a technique had been used by Oman Fisheries Company (OMC) and all the internal customers of the Oman Fisheries Company (OMC) had become accustomed to the process. However, the government imposed a ban on the trawling technique recently which made the company use different techniques and it also required that all the related employees learn the same as well. The company value also does not allow trawling as a technique that should be used as it is not conducive for the environment (Schaffer 2008).

Another important factor is that there are a lot of species of fish products that are liked by different customers in different places at different times of the year. As an example, during the monsoon seasons and in the months of June, July the current of the waves and the tides in the sea is high which limits the capabilities of the fishing team to catch huge volume of fresh fish, the Omani local market favors fresh fish over frozen fish. Hence, the customers offer higher prices in order to compensate the workers for making the fresh fish available in such times. Similarly, species like spiny lobsters, cephalopods, squids etc are favored in huge quantities in countries like China and other African countries and are not so much appreciated in the US markets where round the year availability is a major issue rather than the kind of specie that is being offered to the end customer. This requires the company to be on their toes for planning ahead for the times to come so that the different customers at different places around the globe appreciate the fact that they are indeed getting what they like (Kahn 2007).

## Areas of Attention for the Company

In order to understand the main issues that are confronting the company, it is inevitable to understand a comprehensive outlook of the major points that the Oman Fisheries Company (OMC) is facing in the contemporary times. The main points or Critical Success factors of Oman Fisheries Company (OMC) have been identified as under:

* Use of technology to operations and primary and core business functions

The hatcheries are not readily available in the country of Oman. Also, it is a risky and a huge investment unless the market is already developed for the same. The company requires a coordinated effort from other counter parts of the industry and also the support of the government to promote the same and hence start using the fruits of fish farming in Oman which would be a boost for Oman Fisheries Company (OMC) and for both the fishing industry as well as the economy of Oman.

* Providing Training and Development Programs to the employees and the local fishermen so that more efficiency can be achieved in the operations of the company.

The fishermen are the main employees of the company. The company needs to act in a pro-active manner to provide necessary training and development sessions so that the unskilled labor can work in accordance to the up gradations of the technology used in the primary functions of Oman Fisheries Company (OMC). Also, sales have to be recorded in a manner so that the company is able to keep a track of the volume production and hence achieve their respective monthly targets.

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