

ST SUNDAY TIMES APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

MANAGER FINANCE/ACCOUNTS ASST.

The Eco Power Group is the leading private developer of mini hydro power plants in Sri Lanka and it has now expanded its activities to East Africa. We are seeking persons to fill the following positions in the Accounts Department of the Group:

Manager Finance

The Manager - Finance will oversee the day to day maintenance of the accounts of the Group and will report to the Senior Manager - Finance who is in charge of all financial operations of the Group. The successful candidate will be a professionally qualified accountant (ACA, ACMA or ACCA) with a minimum of 3 years experience.

Accounts Assistant

The Accounts Assistant will be responsible for maintaining the books and accounts of one or more companies in the Group including all related activities such as preparation of financial statements, reconciliation of bank statements, etc. Candidates should have completed their Advanced Levels and have part qualifications in CIMA/ICSL/AAT. Should also have previous experience with accounting software such as Quick Books and be fluent in MS Office.

Attractive, negotiable, remuneration packages will be available to the selected candidates.

Interested parties should send in their resumes to reach the address below on or before October 19, 2009.

Senior Manager - Finance
Eco Power (Private) Limited
30/1 Bagatalle Road, Colombo 3
Telephone: 4513470/1/2
E-Mail: fmecopower@sltnet.lk
Web Site: www.ecopowersrilanka.com

Dangers of Strategic Wearout

By Ranjan Saheed

Strategic wearout occurs when an organization no longer meets customer needs and strategy they pursue is surpassed by competitors. For example Polaroid suffered strategic wearout when slow growth in amateur photography and improved performance from non-instant competitors eroded market share. More recently Kodak is struggling to find a new strategy as customers move away from film to digital photography.

Strategic Wearout may be the result of what Johnson & Scholes call 'strategic drift' the tendency of the organization to drift from the demands of the environment.

Reason for Strategic Wearout

There are a number of reasons that strategic wearout occurs: Marketing changes that take the organization by surprise or go undetected for a significant length of time such as:

- ▶ Environmental shocks as 11th September had on airline industry.

- ▶ Changes in customer needs and expectations (e.g. increased environmental awareness)

- ▶ Development in distribution system (e.g. internet)

- ▶ Competition - from existing or, more likely new competitors.

- ▶ Internal factors
- ▶ Insufficient or inconsistent investment

- ▶ Poor control of company casts

- ▶ Advised changes to a successful strategy

Avoiding Strategic Wearout

There are a number of steps that organizations can take to avoid strategic wearout organizations.

- ▶ Undertake regular and detailed reviews of the elements that make up the external environment.

- ▶ Identify the ways in which these elements and the environment.

- ▶ Evaluate the impact of these changes on the organization.

- ▶ Undertake an internal audit to establish the appropriateness of current and future actions to ensure customer needs are met.

An organization should be market orientated and continually focused on customers changing needs and other changes in its and environment to avoid strategic wearout.

How to Build Marketing Oriented Culture

To build a marketing oriented culture is no easy task. It takes years to become a company that is truly market oriented. Among the building blocks of a market oriented culture is.



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don't satisfy the customer "delight" the customer. Go beyond the boundaries to help a customer.

Benefits of marketing orientation

A marketing oriented organization thrives because it avoids the problems that arises From anything less than a total marketing philosophy.

- ▶ It focuses on meeting the needs of customer, which have been clearly identified and fully understood?

- ▶ Its entire structure and all of a its process are designed to meet the needs of a customer.

- ▶ All activities are coordinated around the needs of the customer

Factors that have cased companies to be market oriented

- ▶ Competition - the rational being more companies

POST OF CO-ORDINATING SECRETARY



Harcourts, established twenty years ago is one of the leading pharmaceutical companies in the country today. We have grown at a scorching pace unmatched in the private sector during the last two decades. From our early humble beginning of a single entity company, today we are a multinational diversified group with a strong network of business associates here and overseas.

We have opportunity for a dynamic person to perform the role of administrative support to the Chairman / CEO and project a professional company image locally & Internationally.

Knowledge and Skill requirements of the applicant:

- » Fluent in English, a high school diploma or equivalent, and ability to communicate in Sinhala & Tamil desirable.
- » Expert knowledge of Microsoft Office.
- » Willingness to work a flexible schedule and occasional long hours of work.
- » 10-15 years of experience in a similar capacity desirable.
- » Retired persons in good health may also apply.
- » This position is for a male candidate only.
- » The remuneration package is negotiable and will be above industry average for the right person.



We are in search of you...

Wijeya Newspapers Ltd., the leading newspaper group in the country and publishers of Sunday Times and Lankadeepa is looking for energetic males and females to work with our two main potential marketers in the industry

MARKETING EXECUTIVES

The candidate should

- ☐ Be below 30 years of age
- ☐ Have a good educational background along with professional qualifications
- ☐ School leavers with exceptional background may apply
- ☐ Be well conversant in English language is a must
- ☐ Be a good team player ready to work hard
- ☐ Experience in media advertising would be an added advantage

The selected candidate will be offered

- ☐ An attractive salary
- ☐ Handsome Incentive
- ☐ Travelling

Send or e-mail your resume with contact details to reach us within 7 days of this advertisement to,

Assistant General Manager
Wijeya Newspapers Ltd.,
 No. 48, Park Street, Colombo 02.
 Fax: 011-2448323
 or
 email to: advt@wijeya.lk

the **SUNDAY TIMES** **DailyMirror**

average for the right person.

Send in your applications, supported with references of two non related referees to:-

The Chairman / CEO, Harcourts Group,
 14, Station Road, Dehiwala

E-mail : careers@harcourts.lk



JOHN FORD CREDIT MANAGEMENT (PVT) LIMITED

A leading debt recovery company with a client portfolio comprising of banks, telecommunication companies, financial and other prestigious organizations. require for immediate recruitment.

DEBT RECOVERY OFFICERS for the Telecommunication Department

Requirements

- Energetic males below 45 years of age
- Possess a Valid Riding License
- Fluent in spoken English and Sinhala (Knowledge of Tamil and experience in Debt Recovery operations would be added qualifications)
- Selected candidates will be correspondingly compensated if they possess their own motor cycles.

REMUNERATION PACKAGE includes an attractive salary, incentives and fringe benefits.

SECRETARY to Chairman

Requirements

- Female below 30 years of Age
- Fluent in spoken and written English
- Conversant in office routine including filing, computer, maintaining appointments telephone operation.
- Previous secretarial experience would be an added qualification

REMUNERATION PACKAGE consists of an attractive salary and fringe benefits

DRIVER for Company Chairman

Requirements

- Energetic male below 40 years of age
- Possess unblemished Driving License
- Ability to converse in English would be an added qualification

REMUNERATION PACKAGE consists of an attractive salary and fringe benefits

DELIVERY OFFICER for delivery of telecommunication bills

Requirements

- Energetic male below 35 years of age
- GCE (O/L)
- Possess valid riding license preferably with own motorcycle (for which corresponding compensation will be made).
- Knowledge of roads in Colombo and its suburbs would be an added qualification

REMUNERATION PACKAGE consists of an attractive salary and fringe benefits

Applicants are requested to forward their CV together with copies of certificates and testimonials from two non-related referees within 10-days of this advertisement to the

General Manager
 John Ford Credit Management (Pvt) Limited
 546/6, Galle Road,
 Colombo 3.
 Web: www.johnfordcredit.com
 Email: jhins@celltelnet.lk

NOTE: Please indicate post applied for on the top left hand corner of the envelope

oriented culture is.

1. A strong leadership that believes in marketing and set examples of customer care.
2. Convince the top management of the need to become market oriented.
3. appointed a marketing force.
4. A mission statement that depicts the importance of the customer.
5. Company should have clear marketing values.
6. Every single employee should be trained about the importance of the customer and how to get about Satisfying his needs and wants. Every employee should think customer and act customer.
7. Continue training and development
8. Install modern and upgraded marketing planning systems.

Dealing with...

Contd. from pg3

Make sure you aren't part of the problem.

It will be much more difficult to remain calm and impartial in confronting the difficult behavior if you are partly responsible. If that's the case, be sure you acknowledge your role in it, at least to yourself.

Develop a plan

You're a manager. You know the value of planning. This situation is no different. You need to plan the timing of the confrontation. You need to select a quiet, private place where you won't be interrupted. You need to decide whether you need to have others, like an HR representative, present in the meeting. Plan the confrontation and then make it happen.

When you have prepared, it is time to act. You do not need to act impulsively, but you must act quickly. The longer an inappropriate behavior is allowed to continue, the harder it will be to change it or stop it.

Confront the problem

Don't put it off. It may not be pleasant, but it's an important part of your job. It will not "fix itself". It can only get worse. You have planned this confrontation. Now you need to execute.

Deal with the behavior, not the person. Your goal is to develop a solution, not to "win". Focus on the inappropriate behavior; don't attack the person.

Use "I" statements like "I need everybody on the team here on time so we

rational being more companies coming in to the same business and the only way To be competitive was to get closer to the customers.

Changing needs and wants- Marketer found out that customer needs and wants were changing quickly.

Technological development- science is developing so rapidly each day contributes to satisfy the same Need more efficiently.

Hence marketers would to be close to consumers and make use of development To satisfy those needs better and efficiently.

The writer is a Chartered Marketer a Senior Management Consultant and Lecturer Aquinas Faculty of Marketing and Management

can meet our goals" rather than "you" statements like "you are always late". Don't assume the inappropriate behavior is caused by negative intent. It may be from fear, confusion, lack of motivation, personal problems, etc.

Give the other person a chance to develop a solution to the problem. They are more likely to "own" the solution if they are at least partially responsible for developing it. Try to draw out the reasons behind the behavior

As you talk with the difficult employee, actively listen to what they say. Stay calm and stay positive, but remain impartial and non-judgmental. Ask leading questions that can't be answered in one or two words. Don't interrupt.

When you do respond to the difficult employee, remain calm. Summarize back to them what they just said, "so what I understand you are saying is", so they know you are actually listening to them. If you can find out from the difficult employee what the real source of the inappropriate behavior is, you have a much better chance of finding a solution. Sometimes these confrontations will go smoothly, or at least rapidly, to a conclusion. Other times it will require several sessions to resolve the problem.

Repeat as necessary

Minor problems, like being late for work, you may be able to resolve with a simple chat in your office with the employee. An office bully, who has used that behavior successfully since elementary school, may need more than one confrontation before a solution can be reached.

management.about.com