

Sharpe BMW Managing Organisational Change



Introduction

A renowned dealership provider for BMW cars known as Sharpe BMW experiences the following management issue; how the company can effectively bring profound changes to its organizational structure and management to effectively overcome hurdles and enhance its performance in meeting clients' demands in the luxury car market? This paper focuses on the approaches and interventions used by Sharpe BMW to deal with such a change transformation.






Thus, the thereof need for change is:

It is possible to state that there were numerous internal and external factors that made Sharpe BMW realize the need for organizational change. Singly, the dealership had internal problems, which affected its productivity and ultimately dampened customers' patronage.

Externally, the forces that were active within the industry included; first, the increasing competition in the luxury car industry due to technological advancement and shifts in customers' preferences.




Monitoring and Evaluation and Sustainable Optimization

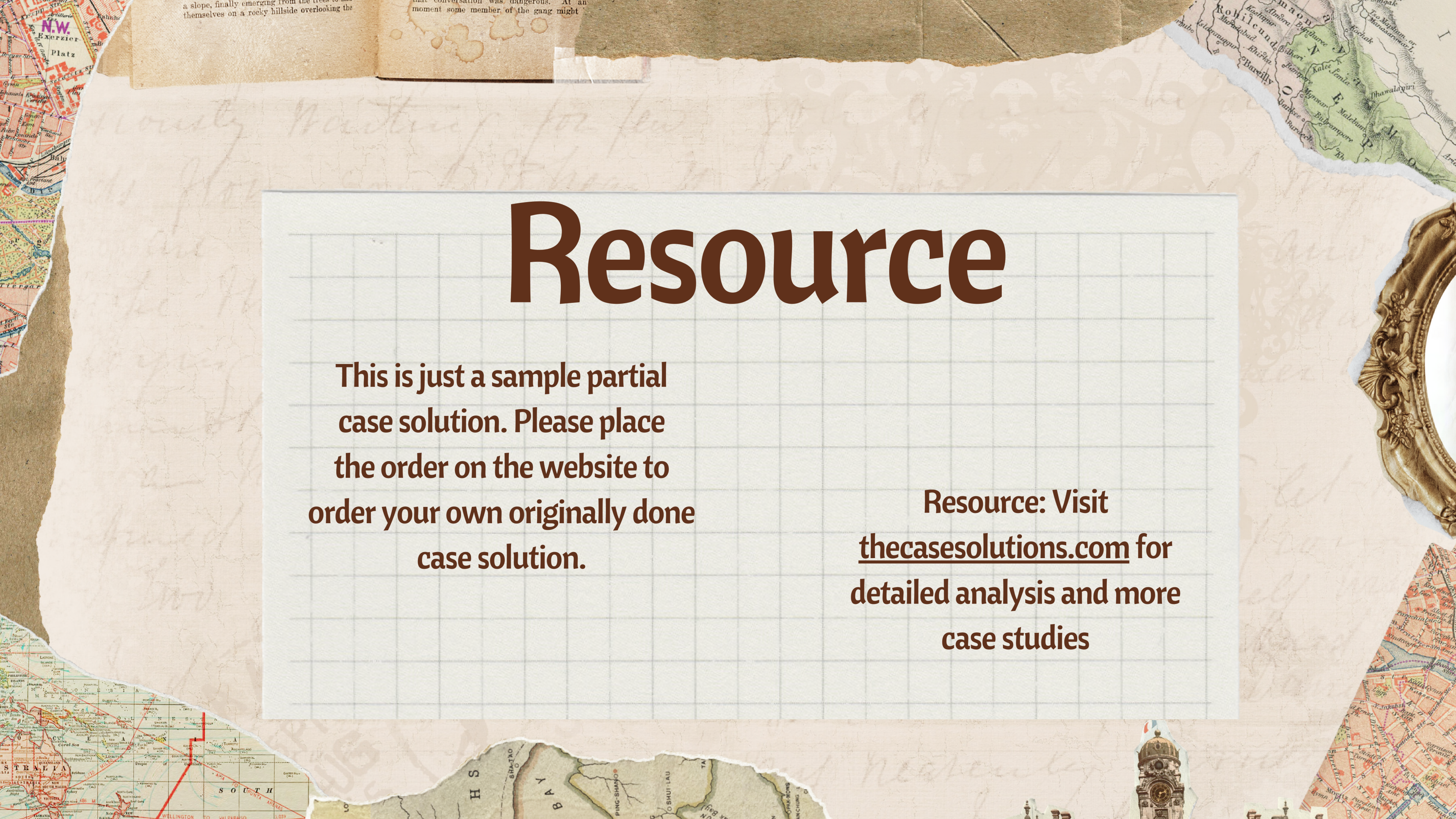
For improvement to occur continually and the strategies on the management of change to be effective, Sharpe BMW set key performance indicators. Such KPIs proved to incorporate elements like client satisfaction ratings, sales statistics, and organizational productivity indices. Some of the practices included in the implementation of the five fundamental concepts were conducting weekly reviews and altering practices to maintain constant enhancement.

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Conclusions

The case of managing organisational change at Sharpe BMW reveals organisational strategic tactical planning and employees' involvement as well as customers' focused strategies as critical success factors for change management. With reference to the internal changes of the dealership and market factors, the dealership was able to manage change successfully managing to enhance its position for growth and achievement of long-term targets in the luxury car market.

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