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**1) Article 1**

**1.1 – Real Article**

## **1.2 – Summary**

### **Shell's latest ad campaign aims to 'move' customers**

SHELL Retail has launched its first truly global advertising effort with the Made to Move campaign, aimed at demonstrating the company's commitment to creating better fuels for its customers. It is a momentous shift and an exciting change for them. Previously they had been giving across product-centric messages for their customers and for the first time they have created an emotional message that helps to cover fuels across the portfolio instead of just specific products. This campaign spans all customer segments as well as product types. This can be for customers who are looking for a fuel economy and they have adopted a formula designed to take the customers further. If the customers are looking power and performance and passion which comes with Shell V-Power Racing with the components of the fuel is used on race track by Ferrari. Shell is a highly preferred brand in Asia –Pacific as well as globally which reinforces the belief that all fuels are not the same which is a challenge for Shell to create better fuels for their customers to keep being loyal for a longer period. The Made to Move campaign covers TV, print, radio, online, events and point-of-purchase materials at the station forecourts.

*(Word count: 202 words)*

### **1.3 – Theory**

The theory that can be used is creating brand awareness through a tagline Made to Move by advertisement. This is because a brand is made more recognized to the customers by including a tag line phrase and by this they are promoting their petrol as very economic oil which could take the user further. Shell is very much confident on the move as they have tested 99% of the components of that fuel is used which is used on a race track by Ferrari with the F1 car team who has won eight Formula One constructors' crowns and 11 drivers' crowns which leading them with a key advantage. As to target audience being loyal and engaged with the brand, there must be a conscious effort taken to persuade them with Made to Move is the method used by advertising it to the customers. The Made to Move campaign covers TV, print, radio, online, events and point-of-purchase materials at the station forecourts is the methods will be used to advertise Shell in the Malaysian market. The advertising method that will be used to promote their campaign Made to Move will eventually to all the users and non-users of Shell petrol as to attract and persuading them shift from their current petrol to Shell.

*(Word count: 212 words)*

## **2) Article 1**

### **2.1 – Real Article**

## **2.2 – Summary**

This article talk about the Absolut Vodka where in 1980, Absolut was a tiny vodka brand selling about 12000 cases a year. This initial ad, “Absolut Perfection,” appeared during 1980 in a short list of selected magazines. Magazines were the perfect showcase. Absolut vodka was dedicated to building the brand. The line extension Absolut Peppar and Absolut Citron added to the brands momentum. The president of Carillon Importers, Michel Roux, convinced celebrity artists such as Andy Warhol to paint ads. The brands production budget alone began to dwarf the media budgets of some competitors. Absolut Results is in 1990, Absolut vodka sold 2.7 million cases and as the imported vodka claimed an amazing 58 percent of the category.

*(Word count: 118 words)*

### **2.3 – Theory**

From this article refer, the theory of “Principle 5: The Curse of Competitive” in Finance have been applied by the Carillon Importers in this case. This principle talk about how and the method used to capture the market which is full of competitions. There are two ways in this Principle 5 in order to capture the market such as differentiate the product in some way and achieve a cost advantage over competitors. In this case, Michel Roux (president of Carillon Importers) chooses advertisement as a method to capture the market. Advertising is a public promotion for some product and services through magazines, pamphlets, newspaper, television and internet. In order to differentiate Absolut Vodka in some way in the advertisement, Michel Roux convinced celebrity artists, Andy Warhol to paint this advertisement. This will make the advertisement more attractive and increases the demand of their product. Furthermore, each year this advertiser (Carillon Importers) consistently added more funds to the advertising budget and choose magazines as the perfect showcase to advertise the specialty of Absolut Vodka. This shows as they capture the market by achieve a cost advantage over competitors by putting more funds in advertisement in order to introduced Absolut Vodka in all over the world. As a result, Absolut Vodka imported vodka claimed an amazing 58 percent of the category and they won’t success without the magazines and advertisement, said Michel Roux.

*(Word count: 231 words)*

### 3) Questions on HRM

1. **Personal management** is skills in communicating effectively, developing teams, managing diversity, managing conflict, delegating responsibility, coaching and training, giving and receiving constructive feedback, and motivating and guiding either individuals or groups to achieve specific goals.
2. **Human resource management** is function includes a variety of activities, and key among them is deciding what staffing needs you have and whether to use independent contractors or hire employees to fill these needs, recruiting and training the best employees, ensuring they are high performers, dealing with performance issues, and ensuring your personnel and management practices conform to various regulations. Activities also include managing your approach to employee benefits and compensation, employee records and personnel policies.
3. **Human resource planning** is the processes by which management ensures that it has the right personnel, who are capable of completing those tasks that help the organization, reach its objectives.
4. **Job analysis** is determination of the personality characteristics required for successful job performance such as knowledge, skills, and abilities.
5. **Job description** is a written statement listing the elements of a particular job or occupation. Example is purpose, duties, equipment used, qualifications, training, physical and mental demands, working conditions and so on.
6. **Requirement** is an unlimited credit line; any order that the customer places is approved. Only very substantial and financially sound customers can be sold on a requirements basis

7. **Selection** is individuals with advantageous or "adaptive" traits tend to be more successful than their peers reproductively--meaning they contribute more offspring to the succeeding generation than others do. When these traits have a genetic basis, selection can increase the prevalence of those traits, because offspring will inherit those traits from their parents.
8. **Training** refers to the teaching of vocational or practical and relates to specific useful skills. It forms the core of apprenticeships and provides the backbone of content at technical colleges or polytechnics. Today it is often referred to as professional development.
9. **Development** refers to it is a dynamic process of improvement, which implies a change, an evolution, growth and advancement. Development as a phenomenon suggests that people are able to control their future and can improve their condition in the world through process towards something better. In business, we development can be the growth of the business. Else if it refers to staff development then the performance of the staff is expected to be better than before.
10. **Performance appraisals** provide a periodic review and evaluation of an individual's job performance. Although the appraisal forms may only be completed once a year, the job of performance appraisal is continuous – sometimes daily - and requires effective communication on both the part of the supervisor and the employee. The supervisor is ultimately responsible to make sure these conversations actually take place and are documented.

11. **Performance management** is the systematic process by which an agency involves its employees, as individuals and members of a group, in improving organizational effectiveness in the accomplishment of agency mission and goals.
12. **Safety** is the state of being "safe" the condition of being protected against physical, social, spiritual, financial, political, emotional, occupational, psychological, educational or other types or consequences of failure, damage, error, accidents, harm or any other event which could be considered not desirable.
13. **Health** refers to overall condition of something. In business term, when it is mentioned health of the business, it refers to the performance, future of the firm and existing play of the firm. If the firm is doing well in all concept including marketing, financial and personnel management then it is said to be a healthy firm as its future business is seem to be promising.
14. **Welfare** refers to financial assistance paid by taxpayers to certain entities or groups of people who are unable to support themselves, and determined to be able to function more effectively with financial assistance. Some welfare is general, while some are specific and can only be invoked under certain circumstances, such as a scholarship. Welfare can be given to both individuals, or be given to companies or entities, which take place as corporate welfare.
15. **Employee relation** means the relationship between the employees and its employers on how they both communicate and work together efficiently to benefit them both. In each and every firm, they will prefer to maintain a healthy employee relationship to avoid any problems or loss that might be caused if they don't.

16. **Industrial relation** means relations between the management of an industrial enterprise and its employees. Dealings of a company with others, particularly employees. The Japanese are noted for good industrial relations due to the teamwork among workers, government, and employers.
17. **Motivation** refers to the initiation, direction, intensity and persistence of behavior. Motivation is a temporal and dynamic state that should not be confused with personality or emotion. Motivation is having the desire and willingness to do something. A motivated person can be reaching for a long-term goal such as becoming a professional writer or a more short-term goal like learning how to spell a particular word.
18. **Leadership** means a process by which a person influences others to accomplish an objective and directs the organization in a way that makes it more cohesive and coherent. Leaders carry out this process by applying their leadership attributes, such as beliefs, values, ethics, character, knowledge, and skills.
19. **Organization behavior** can be defined as a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations for the purpose of applying such knowledge toward improving organization effectiveness. Organization behavior applies the knowledge gained about individuals, groups and the effect of structure on behavior in order to make organizations more effective.
20. **Hawthorne experiment** refers to a series of interrelated pieces of research carried out jointly by Harvard University and the Western Electric company at the Hawthorne plant of the latter company between 1927 and 1937.