



Clinical Diagnosis of Business Organization (NZD Manuka Health and Beauty Products) in the Philippines: A Qualitative Study

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ABSTRACT

There is the quest for sustainable eradication of threats to enhance the health of organizations. This study's curiosity is to tackle the concept of determining how an organization diagnoses the threats in its environment. This study is qualitative research and content analysis method has been adopted by the researcher. The research design of content analysis is used to create inferences from papers and observations. Permission was sort from three people before the interview, through video recording. The recorded video interview data was transcribed by an expert transcriber, and were analyzed, and interpreted by the researcher. The study revealed that effective clinical diagnosis that leads to changes requires a sense of urgency, the establishment of a strong team of change agents. The development of a vision and strategy through careful and well-thought-out planning, and the communication of the vision for change to the business organization, as well as the empowerment of team members to help and participate in change initiatives, and the generation of shifts. The members of the organizations may not have a mutual perspective on the organizational diagnosis. Therefore, the onus rest on professionals to consider obtaining data from various sources and consider this in their diagnosis and procedures. The study recommends that different quantitative methods can be used to diagnose business organizations.

Keywords: clinical diagnosis, business organization, organizational threat.

INTRODUCTION

This study's curiosity is to tackle the concept of determining how an organization manage the threats in its environment. Threats to organizations and its diagnosis is a major challenge in today's business environment. There is the quest for sustainable eradication of threats to enhance the health of organizations. Kam (2019) explains the threat to be a negative event that may result in a danger becoming a loss, expressed as an aggregate of risk, risk implications, and the probability of the case occurring. Morrison, (2018) stated that organizational diagnosis is an efficient way to look at an organisation in order to identify gaps between present and desired results and how they can attain their objectives.

The purpose of a diagnosis is to define the organization's issues and identify their causes in order to allow management to plan options. An organizational diagnosing method is a strong consciousness that raises Activities in their own right, the action it induces is its primary use. (Friedman, & Glover, 2015).

Globally, Zurich Insurance Group (2018) came out with how businesses can manage global risks 2018: While standard risk management is gradually improving, more attention is required to diagnose complicated hazards in the interconnected structures that underpin our world, such as organizations, economies, societies, and the environment. Many of these schemes have indications of strain: our accelerating pace of change is testing institutions, communities ' absorptive capacity.

According to McFillen, and O'Neil, (2015), on organizational diagnosis: an evidence-based approach, stated that organizational diagnosis plays a critical role in organizational change initiatives, both in selecting suitable interventions and in contributing to organizational readiness for change. While countless writers recognize diagnosis as an essential part of the change process and many have suggested particular ideas and models to be used in the diagnosis, little attention has been paid to it (Yip, 2019). On the basis of this evaluation, an evidence-based strategy is suggested for organizational diagnosis with the objectives of bringing greater scientific rigor to the diagnostic process, enhancing the suitability of the measures selected for a specified scenario and contributing to the readiness for change among organizational threats (McCafferty, 2016).

In a study done by Kalokerinos, Hippel, and Zacher (2014) on the Stereotype Threat a Useful Construct for Organizational Psychology Research and Practice, the study showed that Organizations continue to have stereotypes about distinct product groups. In relation to the above study, by (McCafferty, 2016) and (Kalokerinos, Hippel and Zacher, 2014) and (Yip,2019) this research has found the gap in directions on workplace threats avoidance diagnosis and improvement of change process of threat. This study will offer suggestions for future directions for studies as well as for workplace avoidance and improvement of threats in a business organization.

Appropriate procedure for organizations ' clinical diagnosis and its eradication has influenced job satisfaction, and this study will, therefore, try to answer the following questions.

1. what is the health of your organization (NZD Manuka Health and Beauty Products?)
2. How are you managing your organization's threats (NZD Manuka Health and Beauty Products?).

Clinical diagnosis of business organizations: According to Morrison, (2018), Organizational diagnosis is an efficient way to look at an organization to identify gaps between present and desired results and how it can accomplish its objectives. Effective diagnosis should be an organic process in that as you begin to look at an organization and its structures and what it does and does not do, change begins at the ' now ' performance changes and the diagnostic process must also restart as such.

Moreover, Rodriquez, (2017) related how to calculate commission on gross sales and whether or not these staff deal directly with clients, the success of any company is directly influenced by the performance of the staff within the organization. Businesses that recognize obviously the effect of the results of their staff are better prepared to handle the production and productivity of their staff.

Notwithstanding, Church (2017) did a study on The Art and Science of Development Interventions of the Organization and stated that how we assess the effect of changing programs, procedures and projects in our organization? What are the best methods to diagnose different interferences ' success or failure? How do we really understand we made a difference? While the field of organizational development has its roots in action research and improving organizations and their people's growth and development if we are frank. Lack of attention to these fields operates against professionals and the capacity of their customers to conceptualize and execute appropriate result measures properly.

Moreover, Furgoch (2016) Organizational diagnosis is a creative way to get to understand an organization at all levels from the ground to the deepest concealed components that are not noticeable to the eye. It is not so far from a doctor attempting to diagnose their patients to perform organizational diagnosis. Some physicians diagnose differently by concentrating on nutrition, water, and natural remedies, while others diagnose different remedies. This is very comparable to what we've learned to do to organizations in the company context. Depending on the requirements, needs, and objectives of our customers, distinct diagnostic models can be used in distinct circumstances (Friedman, & Glover, 2015).

Common threats that an organisation face.

According to Kam (2019) stated that 70% of healthcare organisations and company partners surveyed recognized staff neglect as a top threat to data safety in a latest study from the Ponemon Institute. Employees with negative mindset are one of the most prevalent threats the

organization faces as a result of staff neglect. Nonserious staff contributes little to an organization's productivity. They're just a system burden. If people associated with the organization are not loyal and committed to it, it would not help even the best customers, the best infrastructure or the best machinery.

The elevated rate of attrition is another major risk to an organization. When skilled employees leave and join their rivals, organizations suffer a tremendous loss. (Scheepers et al., 2014). When someone receives training from an organization for six months and leaves everything suddenly, it is both a waste of time and energy. Make sure that staff who understand their work and duties stay with the organization for at least two to three years for a long time.

Another prevalent risk an organization faces is the loss of data and information. Much effort is being made in formulating significant team and organization policies. Sharing private data with your rivals is unethical. In today's company situation, where people are completely dependent on their pcs, if the system crashes, everything goes for a throw; a failure of the server can lead to significant organizational losses. In first identifying what went wrong and then correcting the issue, a lot of time goes on (Kam, 2019).

It is highly hard for employees to produce if their machines are not in the right working circumstances. They can not collect information or communicate with their customers via emails. Instruct staff to regularly take adequate backups. The IT department of each organization is the lifeline and they need to ensure that each computer is equipped with adequate software and anti-viruses. Do not remain unexperienced professionals in your IT team. Another major issue occurs when telephone lines are out of order (Kam, 2019).

According to Schiff, (2015) Internal attacks are one of the major threats your information and systems are facing, Security issues. Make sure that security personnel are appointed and are accountable for the organization's general security as well as the workers ' safety. Proper steps must be in place safeguard the organization against a comparable type of fire, earthquake or another catastrophe. It becomes the main duty of an organization to take care of its staff and their fundamental needs. The poor working condition does not allow to give away a hundred percent of the employees. Mass boycotts and strikes also pose important danger to an organisation. Situations where individuals tend to form groups and strike not only affect the efficiency of the organization, but also spoil work culture.

Another area of concern for the financial stability of the organization is the lack of funds that is paramount significance and stable background for organizations. A situation in which you can not provide your staff with wages and also satisfy daily costs must be prevented at any

price. Furgoch, (2016) confirms that it is essential to plan. An organization needs enough money to survive challenging times.

Organizational threats Management: According to MSG(2019) on the role of human resource consulting in organizational structure redesign. It was stated that Employees with an adverse attitude are one of the most prevalent threats experienced by the organization; nothing more than unfaithful staff can damage an organization, staff who just come to the office to receive their wages are actually the greatest danger organization may face. Non-serious staff contributes little to an organization's productivity. The structure of the organization should fit correctly with the organization's evolving requirements and goals, as well as the market circumstances, to preserve its long-term effectiveness. Therefore, to preserve its objective and functionality, it is very essential for an organization to revise and update its structure. In addition, redesigning the organizational structure helps improve inner procedures and employee engagement, thus favorably influencing the organization's economic performance and competitive position.

In addition to the above, Zurich Insurance Group(2018) reveals that there is also an increased risk of cybersecurity, both in its incidence and in its disruptive potential. In five years, attacks on companies have nearly increased and Over the years since the crisis, new threats have arisen or developed. The universe entered a fresh and unsettling stage of geopolitics. Multilateral rules-based techniques have been fraying. It has become an increasingly appealing approach for many nations to re-establish the state as the main locus of authority and legitimacy, but one that leaves many smaller states squeezed as geopolitical sands change.

Also, MSG(2019) studied the Relationship Between Organizational Structure, Design & Change. Stating that employees are every organization's backbone. They play a key role in monitoring and decreasing organizational threats as well. A non-serious worker who attends office for the sake of it is the biggest danger to an organization. Individuals need to love their organization to deliver the best they can. The connections between the organizational structure's design and its opposition or acceptance of change are indeed profound. It is prevalent for technology organizations, for example, to have a comparatively flat framework due to the quickly evolving nature of the sector. Given that technology businesses should be flexible and adaptable to rapidly pace and always fluid modifications in their setting, such organizations are designing their structure with less hierarchy and more openness.

Kurt Lewin,1940s said to have played the main part in the early growth of organizational growth. Lewin experimented with a method of change that was cooperative in nature and

engaged himself as a consultant and a client group. The method was based on three-step planning, intervention, and outcomes measurement strategy. This is a basic component of the growth of the organization. Later Lewin took part in the start of laboratory practice, or T-groups when his field partners at the University of Michigan continued to create survey research methods after his death in 1947. Laboratory training is learning from the experience of a person as a member of an ongoing training group (T group) "here and now" (Gestalt). Usually, such organizations meet without a particular agenda. The idea of organizational growth emerged from this change in the training site's location and the realization that culture was a significant factor in affecting group members along with some other innovations in cognitive sciences. Culture diagnosis was the next stage and has since been critical to long-term achievement.

METHODS

This study is qualitative research and content analysis method has been adopted by the researcher. The research design of content analysis is used to create inferences from papers and observations. The focus of this study is to determine how an organization manage the threats in its environment. Three people were interview through video recording. Permission was sort before the interview was granted. The researcher assured the interviewee that every detail of the recorded video will be kept confidential for the purposes of academic only. The interview that lasted for less than one hour was a video recording. The recorded video interview data was transcribed by an expert transcriber, and were analyzed, and interpreted by the researcher.

RESULTS

Interview on Organizational Health: NZD Manuka Health and Beauty Products is a business organization that imports natural skincare products from New Zealand for the Philippines retail market. The company is the exclusive importer into the Philippines of the world-renowned Wild Ferns skincare range. They distribute the products by consignment through the Beauty Bar retail chain, who in turn are the exclusive retail stockists of Wild Ferns in the Philippines. Apart from the business owner and her financial partner, there are other employees.

Question: How do you manage the threats to your organization? Well, there are several threats or risks to the success of our business. What do you know from an organization's threats? Threats are adverse influences that not only hamper an organization's productivity, but also give it a poor name. (McCafferty 2016). Some we can control and therefore manage, and then

there are other threats that are beyond our control. The threats that are beyond our control include inefficiency and inconsistency in central government processing of documentation.

For example, as an importing business, we require accreditation to import to be issued by the Bureau of Customs annually. In our first year of operation, this process took less than 2 weeks, but this year it took over 4 months. We sought to minimize this threat by employing a reputable and experienced customs broker to work on our behalf. Requests for more documentation to prove the legitimacy of our business were requested and immediately provided. And still, our status remained pending.

We requested to visit the Bureau of Customs to answer any concerns they had regarding our business, but they refused to entertain our request. Our only recourse was to wait for their deliberations and respond accordingly. Eventually, after 17 weeks the accreditation was renewed.

We have since talked with our customs brokers about how we can mitigate this from happening next year. Their only suggestion is that we start our application several months out from our deadline to minimize the risk of this reoccurring. And also ensure that we have sufficient quantities of product in-country prior to the accreditation expiring so that we can maintain healthy sales targets should the renewal be delayed.

There are, of course, other threats that we can manage and therefore mitigate their impact on the success of our business. As a product line for the local retail market, there is the obvious threat of competition. There are many other brands of natural skincare products available in the local market. In formulating our market entry strategy several years ago, we investigated similar product lines currently available in the Philippines and priced our products to be competitive in that market. We have also trained the Beauty Bar sales staff to focus on the points of difference that the Wild Ferns brand has over its competition. These include the Manuka Honey content,

(the world's most effective natural anti-bacterial agent), the clean, green and natural image of New Zealand, the exceptionally high percentage of natural content in the products and the excellent product reviews online. Because we are selling our products through a retail chain that offers a smorgasbord of skincare solutions, our products can easily be lost amongst the crowds of other products. To mitigate this we have requested of Beauty Bar to display our products in a prominent location in their stores. We also incentivize the sales staff by rewarding them with free testers if they achieve their monthly quotas.

Aside from competition, the strength of the local economy is also a viable threat to the success of our business. Our products are positioned at the high end of the skincare market, and so, our target demographic is customers with sizable discretionary spending power. If the economy slows and customers have to cut back on discretionary spending, it could threaten the profitability of our business. We have mitigated this to a degree by pricing our products in such a way that we could discount our products by 20% and still make a healthy profit.

The integrity of our agreement with Beauty Bar as our exclusive retail outlet in the Philippines also poses a threat to our business. Although neither party is likely to want to pull out of this agreement, we have minimized the potential risk by renewing our contract annually and through the course of the year we connect with the consignment manager at Beauty Bar to ensure that our business relationship is healthy and robust, and to address any matters that threaten to destabilize that relationship. (Tushman, et al. 2014).

The business is clearly customer-driven and the success of the business relies entirely upon customer satisfaction. providing adequate forums to receive feedback and engage with customers is paramount to our success. We utilize social media a lot in this regard. We also have feedback forms available at Beauty Bar outlets. We particularly want to hear the comments from customers who are dissatisfied with our products. Of the 1000's of products sold across their shelves over the last two years, we have received just one negative feedback. This gives much confidence in the products we have to offer our customers.

At the supply end, the obvious threat to our business, is for Parrs Products, the manufacturer of Wild Ferns, to terminate our contract as exclusive importers into the Philippines. Currently, we have a contract secured until February 2023. We work hard at maintaining a close and mutually respectful and trusting working relationship with the supplier. Regular communication and annual visits to their offices in New Zealand serve to strengthen that relationship.

We also realize a clear threat in that all our eggs are in one basket. We currently import just one line of products. It is our intention that over succeeding years we will be introducing further New Zealand manufactured natural product lines into the Philippine marketplace, such as raw manuka honey, avocado oil, and blueberry health products to name a few. This will mitigate the possibility of the business failing should one product line be discontinued.

In light of all of these risks and threats to the success of our business, we are encouraged by the growth we have seen over the last few years, with the obvious exception of the first 5 months of 2019 due to the delays forced upon us by the Bureau of Customs. Introducing a new

product line into a big market with significant competition takes time. We have determined that to sustain our business financially we need to be reaching a monthly sales target of P250,000 of product sales.

When we set out on this journey, we had given ourselves 3 years to achieve that level of market share. At the end of our first year, we were reaching between P150,000 to P200,000 in monthly sales. Beauty Bar was confident that in 2019 we would hit P300,000 in monthly sales. But that was before the Bureau of Customs accreditation delays. Today we are back to over P150,000 per month and look to continue to build through the remainder of the year. We expect to be exceeding P250,000 in monthly sales early in 2020. And so, our targets are still within our grasp assuming we continue to manage the potential threats that can come our way.

DISCUSSION

Growth needs adaptation and management adaptation. Changes are involved in adaptation. Effective changes require a sense of urgency, the establishment of a strong team of change agents, the development of a vision and strategy through careful and well-thought-out planning, the communication of the vision for change to the organization, the empowerment of team members to help and participate in change initiatives, and the generation of shifts (Kotsbak, 2017). This is inline with one of the threats we encountered from the bureau of customs, where we need to adapt to change in the initiatives from the bureau in order to sustain our organization.

SHRM (2018) stated that to bring about a cultural transformation, organizations must start their path of change starting with a sense of urgency among their team. In the diagnostic or intervention phase, if culture is not regarded, it is probable that projects for growth or change will fail. Culture is the organization and its people's fundamental values. It's the way things are done. Those who embark on change projects set themselves up for failure by ignoring or failing to acknowledge the heart of the organization (SHRM, 2018). In effects our organization should adapt to the culture of the bureau of customs, however, we must be apt for other eventualities. According to Glassdoor Team (2016) culture behind this success did not develop by chance it was constructed by powerful management and concentrate, and it was not an easy job but can be seen in strong commitment: Finally, we must be conscious that distinct members of organizations may not have a mutual perspective on culture. Therefore, it is essential for professionals to consider obtaining data from various sources and consider this in their

diagnosis and procedures. Maybe there's a value misalignment that creates some of the issues we wouldn't know if we didn't analyze the culture.

In terms of competition: according to Beggs (2019) The first characteristic is that a competitive market is made up of a big amount of small purchasers and vendors relative to the general market size. The precise amount of buyers and sellers needed for a competitive market is not indicated, but there is sufficient buyers and sellers in a competitive market that no buyer or seller can exert any important impact on market dynamics. The second characteristic of competitive markets is the vendors offering relatively homogeneous or comparable goods in these markets. In other words, in competitive markets, there is no substantial product differentiation, branding, etc., and consumers in these markets see all products on the market as perfect substitutes for each other, at least to a close approximation. Reyes, (2015) explains that interventions will not be efficient without revisiting these first to guarantee alignment, present significance, and applicability in the present setting of market competitions. Once these things are determined, solidified, and agreed by important stakeholders, it is possible to create interventions that again align with those values and objectives to meet market competition. If interventions fail to meet the organization's objectives, customers will be confused, frustrated, resist change, and/or output will not enhance as expected.

The strength of the local economy also needs to be checked periodically as asserted by Munk(2012) that Strong local economies can provide an additional layer of insulation for many small businesses. Most small company customers come from the society where their company is based. Moreover, the majority of small business owners plan to maintain or expand their company.in the context of our organization, our goods are at the top end of the skin care business, so our demographic target is customers with considerable discretionary expenditure power. If the economy slows down and customers have to cut discretionary spending, it could endanger our business ' profitability. By pricing our products in such a manner that we could discount our products by 20 percent and still make a good profit, we have mitigated this to some extent

Conclusion

Naturally, there are other threats that we can handle and thus mitigate their effect on our firm achievement. In an attempt to handle the clinical diagnosis of organizations, interventions that make people feel good to associate themselves to the organization, make them excited about what is to come, and most importantly answer the question, "What's there for me?" The organization's team members are more likely to be supported. In the context of NZD Manuka

Health and Beauty Products imported from New Zealand, the major threats this study diagnosed, being competition, the delay in the Bureau of Customs and strength of the local economy. There is an apparent threat of competition as a product line for the local retail industry. On the local market, there are many other brands of natural skincare goods. We explored comparable product lines presently available in the Philippines in formulating our market entry strategy several years ago and priced our products to be competitive in that market. We have also taught our marketing employees from the Beauty Bar to concentrate on the points of distinction the Wild Ferns brand has over their rivalry. In terms of the delay in the bureau of customs, their only recommendation is to begin our request several months from our deadline to minimize the danger of this recurrence. And also make sure we have enough in-country product amounts before the accreditation expires so we can preserve good sales objectives should the renewal be postponed. In terms of the strength of the local economy, due to fluctuation in market, our organization has strategized by pricing our products in such a manner that we could discount our products by 20 percent and still make a good profit. The study resulted that Diagnosis enabled business people to go from knowing almost nothing about organisations to understanding the inputs to their organisation that were derived from understanding their environment, getting to grips with the approach or organisation and objectives of important stakeholders, getting to know the design elements (structure, HR systems, technology, management processes), creating a clear picture

DeRosa, (2017) confirms that organizational change professionals and academics teaching Organization development must present a convincing case for a critical link between organizational diagnosis and efficient change in the organization. To do this, the impact on the organizational bottom line of correct and inappropriate diagnosis must be stressed. Educational organizations need to provide strict diagnostic method training. Implementing such programs or making adjustments to current programs will only make sense if organizations have a clear understanding of their key values, vision, mission, and objectives. The study revealed that effective clinical diagnosis that leads to changes requires a sense of urgency, the establishment of a strong team of change agents.

Macias and Pugliese, (2018) revealed that Higher education institutions must assume the dedication and responsibility of becoming socially engaged staff developers, training skilled experts from a socio-cultural view through education. The development of a vision and strategy through careful and well-thought-out planning, and the communication of the vision for change to the business organization. The members of the organizations may not have a mutual

perspective on the organizational diagnosis. Therefore, professionals need to consider obtaining data from various sources and consider this in their diagnosis and procedures. The study recommends that different quantitative methods may be used to diagnose business organizations.

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