



УНИВЕРЗИТЕТ У БЕОГРАДУ  
ФАКУЛТЕТ ОРГАНИЗАЦИОНИХ НАУКА

ENGLISKI JEZIK 3 – ISPIT

IME I PREZIME: \_\_\_\_\_

Broj indeksa: \_\_\_\_\_

**GRUPA 1 Solving Business Problems: The Case Study (10 points)**

### Case Study Abstract:

Frank Henderson is the director of a small special operations division in a \$300 million training services and publishing company. The work of his division includes registering people for seminars, booking hotels and conference centers as training sites, hiring and training seminar leaders, fulfilling orders for materials, preparing invoices, and handling customer inquiries and complaints. Frank's division supports more than 50 different programs. Frank has a big problem – a "rate" problem – and a host of related, smaller problems. He's just informed his 50 - odd internal customers that, unless some "magic" can be worked, the rates his division charges are going to be about 20 percent higher next year. His customers, the company's program managers, are very unhappy and Frank's boss wants to know what can be done. Essentially Frank is caught in a real cost - crunch – between a rock and hard place, as the saying goes. On the one side, his operation, along with several others, was recently moved from the old, "drab – but – dirt - cheap" quarters it occupied for the last five years to brand - new, very fancy and very expensive facilities. Long - term, all things considered, this is a good move for Frank's company. But, short - term, the cost of space has more than doubled. On the other side of the equation, things are equally glum. Frank's division has been losing work.

### Poor Frank. What is he to do?

1. Identify the problem.
2. Analyze the cause.
3. Identify alternative solutions.
4. Choose one.
5. Implement it.