Artifact

Management Theory I

Gilbert Cruz

South Texas College

Gilbert Cruz Media Company

The company I chose is Gilbert Cruz Media. It is a business marketing company that creates content for other businesses and help them be visible and grow. By creating a well-oiled team, I believe I can effectively pursue our dream of helping others pursue theirs. The mission statement of my business is “To help others pursue what they can’t on their own.”. Using this as a building block can help create a pyramid that’ll get the company to build its self as an effective organization. By keeping with our vision, we would be able to instill the value of our company into our great employees that’ll in turn help those we seek service. As the CEO of my company I will effectively use the four functions of management to our advantage which are planning, organizing, leading and controlling. Planning is a good way of mapping out where you want to go and how it can get there. Mapping out one’s vision can really improve your percentage of effectiveness to help gain clarity. The Plan for Gilbert Cruz Media would be to assess what the customers’ needs are and figure out which would be the best route for them to take for their marketing campaign. We would use our vision statement of “To help others pursue what they can’t on their own.” for our plan. Once we have our plan down we can move onto organizing, which is using the map we created and finding people who can fulfill those tasks and get them done properly. By having someone who can assess the company that we’re servicing see what they sell and who they sell it to we can have one person do the research of who their competition is and how they’ve effectively grown. We could also assign another individual to help figure out what market the company should be advertising in. Weather it be newspaper, tv, social media, or through physical flyers. That person could use the information the first person gathered from the research to see what and where would be the best forms of media to help the customer. In Leading, we do our best to influence our employees to push our vision for our customers creating

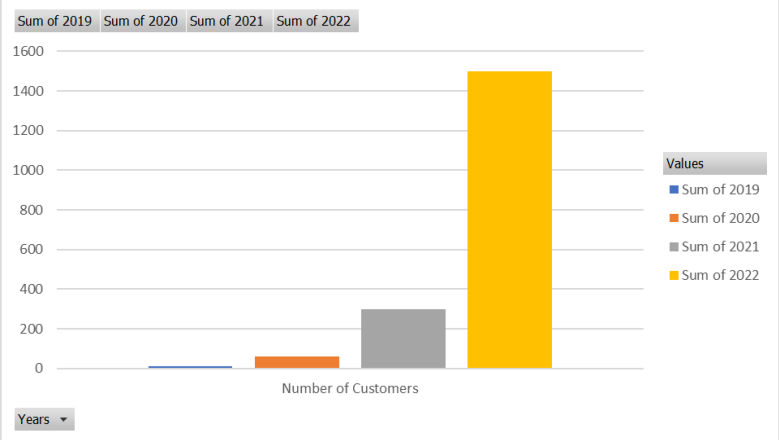
the best environment for everyone. We need to be strong with motivation, communication and really have strong groups or teams. We can create an incentive program to help incentivize good work and make them really see how great it is for our companies' goals to get met. As the company would grow the incentives would get better, as a seasoned employee of my company they'd see the growth and I believe it would motivate them to keep going for the goals. By having great communication between everyone and not putting up roadblocks we could streamline ideas from employees to help our company grow. There could be someone who works for the research department who see's that one of our tactics for research could be changed for a more updated one and as a CEO I would like to know this, so our company could grow and evolve. The final one is Controlling, I'd be controlling the systems or process of our company, quality control, the evaluation of our employees on their performance. As being the CEO of my company, I can really hone on what the vision is that I have created for the company. I think out of everyone I would be the best to evaluate my employees on how well they're helping our customers out and really monitor the quality of the media we publish for our customers.

Logo, I created for my company.

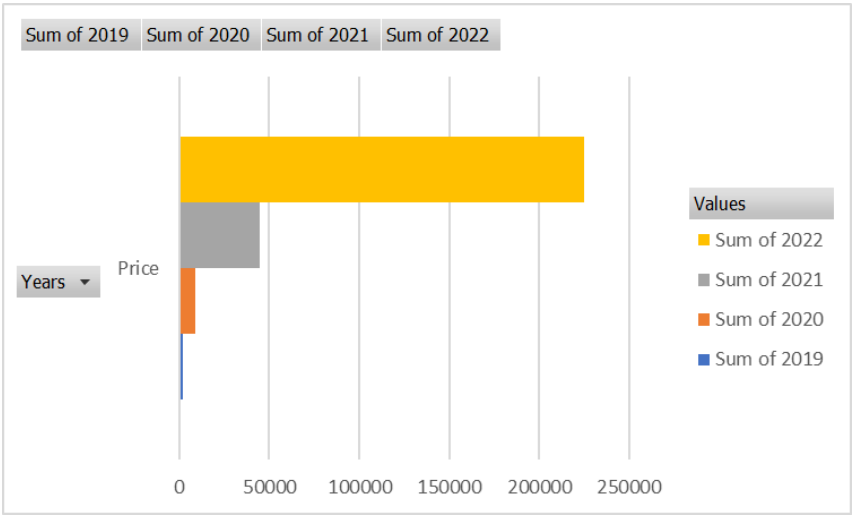
Facebook Cover I made for my website and my Social Media Platforms. This is a photo I took at the Zoo along with the Logo I created for my business.

My plan of action for my company to grow and find more clients is to do more jobs for family members and friends all while marketing myself and showcasing my work to possible clientele. If I gain at least 5 new customers from every customer I currently have I can grow to about 72 customers every year.

Here's a visible chart if I start with 12 customers times 5.



Above is a bar chart looking at the projection we could see how 12 customers can turn into 1500 in four years if I do 5 new customers per customer. By using these numbers with a 4-year projection at 5 new customers per customer at $150 a customer here are our yearly income projections. Below you'll see a chart depicting the income per year.



While my company grows with this much projection, we have to hire new personal to better accommodate the customers that we gain. We'd have to expand our equipment by adding more cameras, video cameras and computers. Along with this new equipment we'd need able bodies to man this equipment and work. Hiring more photographers, camera men, and graphic designers to help edit and create the media needed for marketing. To house all this, we'd need an actual work space building able to house all this equipment and workspace for the editors. We'd need to hire more people to do the necessary research on the customers competition. Along with all this we'd need faster internet and able-bodied people who are able to work and understand the ever-evolving economic climate. By hiring managers who can share in our vision it'll help create a collective culture for my company. If we ever expand beyond our capabilities we'd need to think commercial and bring our work to the internet. The great thing about being the CEO of my own company is that I can see its growth and really be in touch with the vision throughout all the steps. As we expand and grow I can take what I've seen and gone through to investors and eventually build a board and really expand worldwide. As managers and leaders, we tend to be sort of dreamers thinking of the future and looking forward. The main thing is not forgetting where we've been and how we got there. By being a smart company that evolves and is somewhat fluid we can push to a strong future and really hit our goals and push my vision.

References

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