

Public relations specialists establish and maintain relationships with an organization's target audience, the media and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as organization's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management.

MARKETING

The marketing and advertising department for a business is responsible for developing product packaging, pricing, and creative materials for informing potential customers of the company's offerings.

Additionally, the department may conduct research to discover the needs of its customers. For example, a toy company's marketing and advertising department may design a pink box for a new doll, set the price at \$14 -- based on price data research -- and advertise the doll in commercials set to air during Saturday morning cartoons.

SALES

Sales departments are needed in companies that sell retail or wholesale items to other businesses or consumers. Sales departments coordinate their sales force to build customer relationships, meet particular revenue goals and pitch new products. The sales force may use a "push" or a "pull" method for attracting customers. The pull method typically involves placing a salesman in a physical store to sell products. Sales departments using the push method usually instruct their sales force to call, email or visit prospective customers.

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ADMINISTRATION

The chief executive officer, also called the company president, and any other managers involved in making decisions for the company are a part of the administration department. Businesses need managers to oversee employees and implement company directives created by the president. Managers also typically interview and hire new employees for the company.

Business administration is the process of managing a business or nonprofit organization, so that it remains stable and continues to grow. The administration of a business includes the performance or management of business operations and decision making, as well as the efficient organization of people and other resources, to direct activities toward common goals and objectives.

In general, administration refers to the broader management function, including the associated finance, personnel and MIS services.

ACCOUNTING AND FINANCE

The accounting department handles the bookkeeping for a business during the fiscal year. All revenue, expenses and company equity are tracked by the accounting department and reported to the Internal Revenue Service at the end of the company’s fiscal year.

The accounting department also tracks accounts payable so that all clients are paid for services or products. Accountants typically prepare income statements, cash flow statements, general ledgers and balance sheets for the company

HUMAN RESOURCE MANAGEMENT

Human resource management (HRM, or simply HR) is a function in organizations designed to maximize employee performance in service of an employer’s strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. HR departments and units in organizations typically undertake a number of activities, including employee benefits design employee recruitment, “training and development”, performance appraisal, and rewarding (e.g., managing pay and benefit systems). HR also concerns itself with industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws.

In startup companies, trained professionals may perform HR duties. In larger companies, an entire functional group is typically dedicated to the discipline, with staff specializing in various HR tasks and functional leadership engaging in strategic decision-making across the business. To train practitioners for the profession, institutions of higher education, professional associations, and companies themselves have established

programs of study dedicated explicitly to the duties of the function. Academic and practitioner organizations likewise seek to engage and further the field of HR, as evidenced by several field-specific publications. HR is also a field of research study that is popular within the fields of management and industrial/organizational psychology, with research articles appearing in a number of academic journals.

INFORMATION TECHNOLOGY

Information technology (IT) is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data, often in the context of a business or other enterprise.

The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones. Several industries are associated with information technology, including computer hardware, software, electronics, semiconductors, internet, telecom equipment, engineering, healthcare, e-commerce and computer services.

IT definition consists of three categories: techniques for processing, the application of statistical and mathematical methods to decision-making, and the simulation of higher-order thinking through computer programs.

OPERATIONS

Operations management is an area of management concerned with overseeing, designing, and controlling the process of production and redesigning business operations in the production of goods or services. It involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in terms of meeting customer requirements.

Operations management programs typically include instruction in principles of general management, manufacturing and production systems, factory management, equipment maintenance management, production control, industrial labor relations and skilled trades supervision, strategic manufacturing policy, systems analysis, productivity analysis and cost control, and materials planning. People skills, creativity, rational analysis, and knowledge of technology are all required for success.

PURCHASING

Purchasing refers to a business or organization attempting to acquire goods or services to accomplish the goals of its enterprise. Though there are several organizations that attempt to set standards in the purchasing process, processes can vary greatly between organizations. Typically the word “purchasing” is not used interchangeably with the word “procurement”, since procurement typically includes expediting, supplier quality, and transportation and logistics (T&L) in addition to purchasing.

PRODUCTION & MANUFACTURING

The production department orders inventory for production when needed, fulfills production orders specified by management and coordinates with the marketing and advertising department to make changes to products. If your company builds electric guitars, for example, you need a production department and staff that focuses solely on producing your guitars.

RESEARCH AND DEVELOPMENT (OFTEN ABBREVIATED TO R&D)

Present-day R&D is a core part of the modern business world. Major decisions in firms are made on base of research and development.

Research and development is of great importance in business as the level of competition, production processes and methods are rapidly increasing. It is of special importance in the field of marketing where companies keep an eagle eye on competitors and customers in order to keep pace with modern trends and analyze the needs, demands and desires of their customers.

One way of reducing the uncertainty of researching know-hows is to obtain already researched know-hows.

PUBLIC RELATIONS

Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations is the idea of creating coverage for clients for free, rather than marketing or advertising.

An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or political decisions.