Green Acres Ltd

Green Acres Ltd (GA Ltd) is a family farm. It employs ten farm workers, one office worker and a farm manager. It has been operating successfully for a number of years producing fruit and vegetables which it sells to shops and supermarkets in the local area. Recently, farms which have recruited managers with a sales background have been more successful than GA Ltd in selling to the supermarkets.

The Farm Manager at GA Ltd has announced that he is leaving. The post of Farm Manager has been advertised and a number of people have applied. One of the applicants is a farm worker from GA Ltd. He has worked at the farm for a few years. He is experienced and well liked but has no sales experience. This year, GA Ltd ’s output has fallen and it is expecting to make a loss. GA Ltd is also worried by two recent accidents to workers at the farm. Workers at the farm are losing motivation. It will be a priority for the new Farm Manager to increase the motivation of the workers.

GA Ltd has received a number of applications for the Farm Manager’s position. Explain how GA Ltd could decide upon the best applicant.

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(6 marks)

None of the applicants have all the skills and experience GA Ltd would like. Advise GA Ltd whether it would be better to appoint the internal applicant or an external applicant. Give reasons for your advice.

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(9 marks)