Topic: Organizational Behavior Case Study: bay Paper details: Structure The draft report should include the following headings and information: 1. Cover Page 2. Background Information About the Organization Complete the following: o Summarize key facts about the organization o Summarize the organization’s current challenges 3. Recommendations to Address the Challenges Complete the following: o Identify and describe the group’s recommendations (top 3 to 5 recommendations) o Explain the rationale for each proposed recommendation (i.e., how will the implementation of each recommendation impact the organization). 4. References Cite references using APA style. Format ● Length and space: 5 pages max., double-spaced The cover page and the references list are not included in the total number of pages. ● Font type: Arial, Calibri, or Times New Roman ● Font size: 12 points ● File type: Microsoft Word (DOC or DOCX) Case Study: Happy Gift Song Company Project Summary Improving the retention of part-time staff who work on a contract basis. About the Organization Happy Gift Song Company is a 7-year-old Canadian start-up organization located in Vancouver, BC. We focus on gift deliveries across the Greater Vancouver Area. Our revenue has slowly grown year over year and is currently $1,000,000 CAD per year. We have differentiated ourselves from other gift giving companies by including a “singing” service, whereby more than half of our couriers not only deliver the packages, but also sing the recipient a song selected by the sender. We currently have 3 full time staff as follows: · Owner/Founder: Oversees the company function, and all staff report to her. · Online processing/Accounting Clerk: Processes online orders and handles accounting. · Receptionist: Processes telephone orders, telephone and online customer queries. We currently have 16 part-time employees as follows: · Packer: Packages the orders and coordinates the shipments, working 3 days per week (Monday, Wednesday, Friday). We do not yet have enough deliveries to hire her on full-time. · 7 Couriers: Deliver gift orders. · 8 Couriers/Singers: Deliver song gift orders. Details Our company culture is very start-up like, with no dress code and a casual environment. We have not been able to provide flexibility as work is done between 9 am to 6 pm, Monday to Friday. Deliveries are also made during this time, 6 days per week (excluding Sundays). When online orders are made on the weekend, the shipment is guaranteed for Monday between 12 noon and 6 pm. Our 16 part-time employees work with us on a contract basis, and are paid by the hour, with a minimum of 4 hours per day at $2 above minimum wage per hour. We also provide a subsidized benefits option that all employees can opt in or out of. During busy times (such as the holidays and Valentine’s Day), we offer additional hours to part-time couriers to assist in packaging orders. For all roles, we allow for high autonomy as long as deliveries are made on time and customers are satisfied. For song gifts, our couriers use several proprietary songs. We have also encouraged our singing couriers to take liberties based on specific client requests, and to write and suggest new songs to add to our offerings.