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Market Research Plan

Market Research Plan Statement

Today, with globalization as a prevailing trend, organizations should develop and embrace the capability of attracting, retaining and motivating people from different backgrounds in order to achieve more benefits. Cultural diversity within the organization would lead to competitive advantages in cost structures and help to maintain the highest quality of human resources. It would cost the organization less if it can manage to handle the integration of workers in the workplace. Further, every organization would benefit from the reputation on public favorability as a prospective employer for women and ethnic minorities. In addition, having a human force built upon diverse cultures would assist the organization to be more creative, more flexible to changes, and comprised of more problem solvers. The organization's levels of creativity would be considerably pushed because the diversity of perspectives would serve as a restraint against conformity and standardization. Moreover, the wide range of perspectives would bring about heterogeneous ideas that would lead to a more thorough and critical analysis of issues. Last but not least, a system that supports diversity would become less standardized, and thus more flexible and adaptable towards any change in the environment. As a consequence, the values of both ethnic and gender diversity have been widely acknowledged. Managers should be wisely turning their attention towards the management of differences in workplace to turn diversity into the organization's competitive advantage.

First and foremost, it is ideal that an organization can create a workplace environment in which every employee can thrive despite the differences in their backgrounds. Effective management of diversity shows most evidently in the way a company builds its benefits package and work schedules. To be more specific, the turnover rate and absenteeism would be significantly lowered if the organization manages to provide workers, especially female employees, with pregnancy and child assistance. In a recent study, it has been even proved that the organization achieved a decline by sixty three percent in turnover rate since it initiated an in-house child care facility (Derrick-Mills, 2009, Eichman & Reisman, 1992, Besharov & Tramontozzi, 1989). Furthermore, in order to better manage diversity in the workplace, companies are recommended to adopt a more flexible work scheduling scheme so that every employee has ample opportunities to contribute to the overall performance of the organization despite their different backgrounds and situations. A recent experiment has reported that a flexible work schedule has the power

to reduce both short and long term absence and boost performance significantly (Kim & Campagna, 1981).

Secondly, effective management of diversity also demonstrates in the company's recruiting efforts. There is an increasing trend that companies compete aggressively to get into the list of best companies for female and ethnic minority workers. The company's efforts to build a human force of high quality regardless of employees' backgrounds would help the organization to gain public favor and recognition, thus increasing its reputation in the long run. Without any doubt, companies with good reputations would arguably be able to sell more products and services to the public because people, especially women and ethnic minorities, value diversity.

Thirdly, it has been agreed that heterogeneity in the workplace is an effective way to promote creativity and innovation. Studies have revealed that innovative companies enjoy a tremendously powerful position in achieving innovation and creativity brought about by their heterogeneous teams. In teamwork, employees from minority groups often tend to stimulate multiple points of view on a single problem. Furthermore, gender and ethnic diversity also promotes a variety of individual approaches to tasks, thus resulting in innovations. Furthermore, companies who support diversity are also prone to not exercise racism, sexism, as well as classism in the organization (Kanter, 1983), thus being able to stimulate a workplace environment that nurtures and enhances creative thought processes.

Other impacts that diversity generates upon organizations is the process of problem solving and decision making. Without any doubt, diverse groups enjoy more capacity when approaching a problem thanks to the broad range of experience that each team member contributes to the group. There are studies to prove the effectiveness of diversity upon the quality of any group decision. In every group work, there is more or less attempts to remain group cohesiveness, thus resulting in a solution that satisfies everyone by large yet appears not to be the optimal one. Thus, heterogeneity serves to fend off the groupthink phenomenon, in which team members fail to perform critical thinking in order to retain group's cohesiveness (Shaw, 1976, Parks, 1999, Janis, 1972).

Last but not least, it has been known that good diversity management has the power to improve organizational flexibility. There are studies that demonstrate the usefulness of human's, especially women's, flexible cognitive structures that lead to a higher tolerance for ambiguity, useful when having to perform ambiguous tasks (Rotter & O'Connell, 1982). Moreover, it is always likely that workers from minority groups tend to master several languages besides English, the organization would benefit from the multilingual ability of their employees when it goes global and has to meet clients and serve customers from various cultures who talk different languages. Without any doubt, the diversity of the workforce assists the organization in reacting to situations in a more

flexible manner, and thus being able to adapt to a wider range of environment and circumstances. This advantage would in turn lead to the organization's capability to overcome resistance to change more effectively and more likely to succeed.

It has been observed at the organization which I am working for that it has shown signs of failure to make appropriate changes to the increasing scenes of both ethnic and gender diversity happening to many companies.

The first and most obvious sign of poor accommodation to diversity shows in the fact that the company does not tolerate any use of flexible work schedule. There is a rigid work schedule that every employee must follow strictly and absenteeism should be minimized to almost nonexistence. Even worse, the company does not provide any assistance for its pregnant workers as well as those with small children. As a result, female employees are often reported to use up their sick days, especially during pregnancy and child care, and sometimes even forced to leave the workforce. Without any doubt, there is no in-house child care facility either. As a result, it does not come as a surprise that according to the company-wide survey conducted annually by the organization, their employees' rates of organizational commitment and job satisfaction are not quite high.

Second of all, it has been observed that the company does not seem to try to attract and retain employees from different demographic groups. Despite the fact that almost every organization today tries to make its way into the list of best companies for women and ethnic minorities, this organization does not make any aggressive attempts to recruit excellent female workers or those from ethnic minorities. In recent years, the company's recruiting efforts still focus on available white males in the labor force.

In addition, the company does not realize the impacts of a heterogeneous workforce upon its creativity and innovations. By not offering any cultural awareness training programs, the company does not prepare its employees to recognize, react to and value the differences among heterogeneous team members. Rather, this organization often promotes standardization and a homogeneous culture. Furthermore, the company also happens to hinder the creative thought processes by staying away from exposure to minority viewpoints when it always opts for the majority groups and neglects the less popular points of view.

Moreover, even though this company has succeeded in acquiring a human force that shares common values and norms so that there can be more efficiency in taking coherent actions in order to achieve the common organizational goals, it is apparent that if every member of the organization is alike, there would be little to argue about and thus everyone may easily make the same mistake without even recognizing it (Shepard, 1975). Because there is a lack of minority views in this organization, there is the high chance that the quality of the decision making process may be in question.

Last but not least, this company's neglecting manner when managing diversity leads to its poor organizational flexibility. With its standardized operating methods, there is hardly any room for changes. Thus, the company's employees gradually develop strong resistance to change and do not adapt to new or unexpected situations very well. In the long run, it is obvious that this company is poorly equipped to handle different types of changes that would likely challenge the organization. In addition, low tolerance for diversity and little openness to different cultural viewpoints would hinder the company from receiving, let alone accepting, new ideas that may benefit the organization.

From the description of the ideal scenario versus the current situation as outlined in previous sections, it can be safely concluded that this company is experiencing many negative consequences due to its poor management of diversity. Due to its failure to make appropriate changes to not only better tolerate gender and cultural diversity but also benefit from such diversity, the organization has to suffer considerable competitive disadvantages.

First and foremost, rather than hurting only employees' attitude and commitment towards work, its rigid work schedule and poor benefit packages also do harm to the company's cost structures. Needless to say, employees' frequent absence, especially expected from pregnant workers and those with small children, would require the company to put more of both financial and human resources to maintain the projected productivity in the workplace. There is a strong likelihood that workers' efficiency in the organization would be negatively affected. More detrimentally, the high turnover rate as mentioned above in companies with low tolerance towards gender and ethnic diversity would evidently result in turnover costs. The loss of employees, especially those with high performance, due to dissatisfaction with the company's benefit packages or child care policies, would be more significant for organizations with higher percentage of female and ethnic minority workers. Without any doubt, companies with lower turnover rates among women and ethnic minorities would not only be capable of increasing efficiency at the workplace but also saving a lot of money from the high costs of turnover.

Second of all, as women and ethnic minorities gain more and more attention from the public, it would tremendously hurt the image of the company if it did not support diversity. By not being among the best companies to work for, this company is hurting itself by missing excellent talents who may contribute significantly to its future success. In addition, like people who would prefer to work for companies with more tolerance towards diversity, customers have a preference to buy from those types of companies as well. By recruiting women and ethnic minorities, companies do not only gain benefits from acquiring talents from those groups, but also achieve more positive public attention. As a consequence, this company is hurting its organizational competitiveness in the market by not supporting diversity.

Thirdly, the lack of heterogeneous teams resulted in the company's failure to attain optimal creativity and innovations. Conformity within the organization due to standardization and homogeneity hindered the company from coming up with a wider range of possible strategies and identifying more solutions. Because people from different genders and backgrounds have different attitudes and perspectives on all kind of matters, the lack of cultural diversity decreases this company's team creativity and innovation. In a similar manner, the company's lack of diverse groups precipitates the limited ways that a problem can be approached. There is also a lack of high quality solution because the majority groups show a strong tendency to think alike and cohesively agree on issues. The lack of minority views negatively affected the quality of the decision making process. The need for heterogeneity is apparent in this organization.

Last but not least, this company also suffers from system inflexibility due to its ignorant attitude towards diversity. The small population of female workers in the organization means that more men have to manage to find the way to handle ambiguous tasks, yet not as efficiently as their female counterparts. In addition, there exists a strong reluctance to change in the organization's culture that prevented the company from becoming more fluid and adaptable to different environments. In the world that is constantly changing as today, this poor management of diversity posed significant challenges for the organization when competing against more flexible competitors.

Given the current lack of diversity in this organization, this report proposes a research that would bring direct values of the company in general, and managers, especially HR practitioners, in particular. First of all, this research is projected to support the importance of adopting an effective practice of diversity management. Second, the research also makes attempts to figure out what training program would be most helpful for the company in educating its employees about the value of gender and ethnic diversity in the workplace. It is necessary to note that the culture of every organization is made up of by its employees. Therefore, in order to change this company's adverse attitude towards diversity, it is essential to start from its workers so that they can realize and gradually learn to value the importance of diversity in their organization. Thirdly, by providing evidence of the values of diversity in the workplace, this report has high hopes that this organization would be more willing and enthusiastic in adopting the practice of diversity management so that it can make changes to keep up with the ever changing workforce and compete against its competitors who already recognize the values of diversity. Last but not least, the research can assist the organization in redesigning its Human Resources practices through demonstrating different methods to enhance diversity in the workplace so that it can better recruit and retain talents in the labor force regardless of their backgrounds.

Market Research Plan Objectives

- To gain solid evidence to back up the significance of the organization's practicing and managing gender and ethnic diversity effectively.
- To find out the most appropriate and suitable training program that would educate the company's employees about the importance and values of achieving an open mind set and accepting gender and ethnic diversity in the workplace.
- To encourage the organization to adopt the practice of diversity management in a more willing and engaging manner in order to gradually transform the company's culture that dictates its attitude towards gender and ethnic diversity.
- To accommodate the organization in its process of rebuilding its Human Resources practices and lending a helping hand to Human Resources practitioners in finding the most appropriate and useful methods to enhance diversity in the workplace without hurting its current workforce.

Identified Issues / Problems

The company's inflexible work schedule is the most evident sign of poor accommodation to diversity. Even though such a rigid work schedule appears to be effective in reducing absenteeism in the workplace, it turns out to be counter effective in the sense that there are employees who quit the company because there is no flexibility in their schedule. In particular, pregnant women and those with small children find it a real challenge to accommodate their tight schedule for both work and child care. As a consequence, the company is reported to experience low organizational commitment and job satisfaction. In addition, the organization also has to suffer from a high turnover rate that does not only affect the productivity of employees left in the company but also result in costs that have a detrimental impact upon the profits of the organization.

Moreover, the company also appears to be homogeneous with high population of male workers and employees coming from similar demographic groups. Without any doubt, the problems lie in the Human Resources department with their recruiting and training efforts. Furthermore, this organization also practices standardization that further hinders the creative thought process by ignoring minority viewpoints and not supporting the women in the workplace. The employees' current strong resistance to change is another manifestation of this organization's poor diversity management. There is a strong likelihood that the company would experience challenges and may even face failures when running into new and/or unexpected situations.

Furthermore, the company is risking damaging its image in the eyes of the public by remaining adverse to diversity. Today people often advocate gender and ethnic diversity, thus being in favor of companies that support it. Therefore, there is a strong likelihood that the company would fail to achieve positive attention from the public. In fact, it may face a hard time in the future competing against companies with more tolerance towards diversity to gain not only talents but also customers.

Last but not least, the lack of a heterogeneous workforce would eventually result in the organization's failed attempts to achieve optimal creativity and innovations. The current standardized operating system and almost homogeneous workforce prevented the company from coming up with a wider range of strategies and solutions. Team creativity and innovation were negatively affected because too many employees with similar backgrounds, experience and thus mindsets do not bring about any diversity in attitudes and perspectives on issues. Furthermore, the current attitude of cohesiveness among workers would lead to the questionability of any solution come up by the group because it is very likely that solution has not been well challenged under different perspectives and approaches. Finally, the current strong resistance to changes among workers would make it difficult for the company to become more fluid and adaptable to different environments and towards sudden changes. Without any doubt, this organization is facing many significant challenges due to its poor management of diversity.

This market research can help identify cause of the issues identified above because it would provide evidence of the effectiveness of diversity management in the workplace upon the productivity of the company. In addition, after carrying out this research, it is with high hope that the company would be able to decide on a training program that is most suitable for its current shortage and needs. This research is expected to facilitate the organizational Human Resource redesign process so that more talents would be recruited and retain to contribute to the future success of the company.

Consultation Process

The most important person to be consulted is the Head of the Human Resources Department in the organization. It is critical to know what practices are currently adopted at the company and how they influence its culture. In addition, it is also important to have meetings with the Board of Directors, who set out the missions and decide on the values of the organization. They should be aware of the significance of gender and ethnic diversity, which is crucial to the existence and improvement of every organization in today market with globalization as a prevailing trend.

The consultation would occur as soon as the Human Resources practitioners and the Board of Directors are available for meeting.

The consultation would be carried out in the meeting room of the headquarter company, with attendance from the Board of Directors, Head of the Human Resources Department and other senior Human Resources practitioners, preferably who have stayed long in the company and acquired a good knowledge of the company and its culture.

Scope

Required Human Resources:

This research would require at least two people to carry out the substantial work load of carrying out meetings, taking notes, gathering and analyzing data. In addition, it is

essential to have at least two people to be involved in this research make sure of the objectivity of the acquirement and selection of data as well as the research results.

Required Financial Resources:

There is no financial resources required for this research, other than man hours, travelling and stationery costs discussed previously.

Required Physical Resources:

This research would require the researcher to move back and forth to the research site, which is the company's location.

External Market Research Assistance:

There is no required external market research assistance for this research. However, external market research assistance can come from past academic research done in similar topics to provide a more thorough evidence base to support this research.

Market Research Locations

The location of this research is at D.A Garden Supplies and shopping malls that are near the area of D.A Garden Supplies.

Market Research Methodologies:

- Type of research:

Exploratory research is the type of research will be used in this survey. The objectives are to gain insight as well as discover ideas about customer. Based on this, it is more likely to identify area of potential growth and efficient method of operating for D.A Garden Supplies.

- Type of data:

Primary data that is gathered by and under supervision of an investigator will be used. It is information that will be collected specifically for discovering customers' buying decision process.

- Research Sources / Tools:

- - - Group interviews and in-depth interviews in public places such as commercial centres.
 - Phone calls to target and potential customers.
 - Observations in D.A Garden Supplies

- Sampling:

The method of sampling of this survey is a combination between convenience sampling and Stratified sampling. Convenience sampling is shoppers at D.A Garden Supplies and

shoppers in different shopping centers that are near D.A Garden Supplies. These people will be divided into 2 groups (men and women) to interview.

- *Locations:*

This survey is in D.A Garden Supplies and shopping malls that are near the area of D.A Garden Supplies.

- *Instruments:*

Paper survey and phone calls

Types of Data Required:

This survey will be done by a combination of two types of data including primary data and secondary data. Primary data is used to discover new ideas about potential and target customers' buying decision process. And secondary data is collected by an old survey that is done about 2 years ago. This data is to help compare differences in customer behavior at 2 different periods.

Deadlines:

This research is projected to be completed within one month from the day the research is started.

Consultations to Determine Market Research Scope Needs:

The market research needs would be determined after consultation with the company's Human Resources practitioners.

Research feasibility:

This research feasibility is contingent upon the support and collaboration of the company's Board of Directors and Human Resources Department to release data that are crucial to the research and to engage every level of the company's work force in the research.

Timetable

First week: data gathering

Second week: data selection

Third week: data analysis

Fourth week: research result

Survey Design

This research would use central location interviews as its key market survey method.

As mentioned above, this research would approach the company's all possible levels of employees through the support and collaboration of its Human Resources Department. The plan is to provide each available employee with a questionnaire with questions

regarding how gender and ethnic diversity generates influences upon every facet of their everyday workplace, and answers in quantitative format such as numbers from 1 to 5 with 1 as least affected and 5 as most affected. Examples of questionnaire questions follow as below:

- How do you feel the difference in background, language, and business culture of your coworker whose ethnicity and/or gender is different from yours affects your everyday performance at work?
- How do you feel the productivity of teamwork be affected by team members who come from a minority ethnicity?
- From the scale of 1 to 5, please describe how willing you are to learn more about the concept and current state of gender/ethnicity diversity in the workplace? (With 1 as least willing and 5 as most willing)

Meeting Legal and Ethical Requirements

This survey is guaranteed to meet legal and ethical requirements because employees of the organization would complete the questionnaire in an anonymous manner so that confidentiality and privacy are promised to be respected. The researcher would also look into ethics resources provided by professional organizations and/or the government to make sure that the research has followed minimum legal and ethical requirements. In addition, every employee would be required to sign a form of informed consent to make sure those participating would be fully aware of the purpose of the research, expected duration and procedures, their rights to decline to participate, any prospective benefits, relevant risks and points of contact in case of questions or any issues. Last but not least, the findings of the research would be reported to and discussed with the Board of Directors and the Human Resources Department of the company to make sure that the research does not violate any legal and ethical codes of the organization.

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Plan for Market Research

Market Research Plan Statement

In the current era of globalization, the organizations should keep motivating their employees coming from different field to achieve the benefits. The diversity in culture makes the highest quality of manpower resources and provides beneficial results in the cost structure. If the workforce of the organization is properly managed, then it can generate cost savings. Each and every organization should take measures so that the women get favourably affected. An organization having a good amount of human resource of different cultures makes them more flexible towards to changes. People from various source make the organization more creative. The organization eventually have more problem solvers in their hand. The level of creativity increases due to the diversification of cultures. If the perspectives are in wider range, then the critical analysis can be done for the issues detected. The different system always provides a flexible environment to work. The flexibility gives adaptability towards change. The acknowledgement is for change in ethnic and gender diversity. The managers should work in such way so that the organisations' attention turns towards them (Besharov & Tramontozzi, 1989).

The organizations can have people from different cultural backgrounds who will build up an ideal environment to work. The organisation's management becomes active if the work schedule and benefits packages are well structured. An organization to be significantly effective has to lower the absenteeism and turnover rates of the workers. The organization should provide supportive assistance for the female employees during their pregnancy. The organization should provide child support to the workers whenever required. As per the recent study, it has been noticed that the organization providing inhouse child care facility for their female employees have achieved a decline of sixty-three percent in the turnover (Derrick-Mills, 2009). The organizations manage the diverse culture of the employees by providing flexible work scheduling schemes. The schemes provide a good performance for the environment. As per the recent experiment, its has been noticed that the short and long term absence can be reduced, and performance can be improved by imposing flexibility in the work schedule (Kim & Campagna, 1981).

A trend is noticed that the companies are trying to make their name on the list of best companies for female and ethnic workers. The company's efforts in recruitment are also reflected by the effective management of diversity. As the company gets high quality work standards, it gets the wide recognition from the public. Thus, the companies having a good reputation can sell their products and services to the people especially ethnic minorities and women (Eichman & Reisman, 1992).

Heterogeneity in the workplace promotes innovative results and creativity. It has been noticed that those companies who have achieved success are basically working on heterogenic practices. Employees from minority groups often work together to make the environment more comfortable. Moreover, it can be said that application of a variety of techniques provide tasks to be more innovative. It is also to be stated that companies that belong in support of diversity always look for avoiding racism, sexism and classism (Kanter, 1983). It eventually enhances the creative thinking of the management.

The diversified groups also provides a good amount of problem solving and decision making to the organization. The diversified members of the groups contribute a lot in various dimensions of a project. Effective study approaches can be adopted to check the effectiveness of the groups. The group cohesiveness is an important factor in every group. Cohesiveness often make the group be not to be the optimal one (Janis, 1972).

It has been noticed that good diversity management has the most contributions in improving the flexibility of an organization. Studies have proved the usefulness of women's, human's in case of critical tasks (Rotter & O'Connell, 1982). It is highly noticed that employees of an organization often tend to master over English language. The language is highly appreciated all over the world. Employees talking in other languages in an organization can serve the purpose where the customers throughout the globe are the speakers of different language. Therefore the organisation can react in the situations in a more diverse manner. This advantage makes the organisation to overcome the obstructions it faces. The organisation where i am currently in lacks of showing changes resulting to failures.

The prime matter of concern to be discussed is that the organisation is does not have any flexible work schedule. Die to this reason it is facing failure for repeated times. The work schedule should be rigid for each and every employee and focus should be given to the minimisation of absenteeism. The company that is been discussed here does not provide any medical assistance to its female employees. As a result there is a large number of absenteeism among the female employees who become pregnant. The

female employees often take sick leaves. They often opt to leave the job due to extended amount of pressure. The company has not provided any inhouse facility for the childcare. If the survey is done among the employees, it will be come in the result that satisfaction regarding job is reasonably poor among the employees (Kim & Campagna, 1981).

It has also been noticed that the company is not at all interested to retain the employees who belong to diversified culture. In case where rest of all the best companies are imposing the best policies to retain chil worker and female employees, the organisation is not taking any measures to maintain the workforce. The organisation is not keen to hire female workers of excellence. From the past, it has been seen that the organisation has taken only the white male people for the purpose of their work (Parks, 1999).

Moreover, the organisation is not have realised the contributions of the heterogenous group. The organisation has not introduced any training programs for its employees for the purpose of grooming. Due to this reason the employees are not able to value the differences among the team members of the heterogenous group. The organisation always prefer the majority group while not considering the opinion of the minority (Parks, 1999).

Apart from it, the organisation is able to gather the ample amount of human workforce to take coherent actions whenever required. But the the main thing is that if a single member's thought process is different from the organisation's views, then there is a sharp chance of making mistake by that person. It can be reflected to the other employees as well. They can do the mistakes even they are not able to recognise it (Shepard, 1975).

Moreover, if the organisation's managing power is poor then it shows the lack of flexibility in the management structure of the organisation. As per the methods considered, there is no such option where the change can be incorporated. Therefore, the employees of the organisation have a strong tendancy to oppose against the changes that are been decided by the management authority. The organisation that is taken into consideration is unable to gather new equipments for change. It is therefore poorly equipped. Moreover, a less amount of tolerance can lead the organisation not to accept any new ideas for progress.

It has been seen from the current situations that the organisation has not taken any lesson for its prosperity. The management is not able to create a structure of ideal situaltion versus the current situation to get the drawbacks. Due to this reason the organisation is suffering from many negative results. As the organisation is not able to make remedial changes, it is suffering from lack of competitive advantages.

The company's tight work schedule and poor benefit packages has not only affected the employee's work commitment and attitude, but the cost structure has also been affected. It is needless to say that the absenteesm of pregnant employees and those who have small children, have made the organisation to concentrate more on recruiting people. Therefore more focus has been required for human resource as well as for financial investment. It is required for maintaining the productivity in the work force. It is a commonly opinion that the contributions of the efficient employees have never been recognised in the organisation. The high turonover rates also affect the economic conditions of an organisation as it affects the cost structure. The loss of highly efficient employees becomes a prime matter of concern in such scenario. The loss is due to dissatisfaction from the packages offered by the company. On the other hand, the companies of lower turnover rate can not be able to increase their productivity but on the same time they are able to save money.

If the people in an organisation of diversified communities get more and more notice from the public then it can affect the company's image if the company is not encouraging the diversity. The company, being not in the list of the best companies, be unable to get some fine talents who can lead to prosperity in the future.

Additionally, it can be said that customers have a preference of buying product from those companies who encourage more tolerance in diversity. Recruiting women from diversified origin actually gains more attention from the public. The organisation considered in discussion is basically hurting its competitiveness as it has not adopted the policy of encouraging the diversity.

Due to the absence of heterogeneous teams, the organization is not able to gain innovative solutions. The organizations which are complying with homogenous groups have worked to get more strategies and solutions. It has been noticed that as the people are from different genders and different backgrounds, they have different points of view. The views eventually decreases the performance of an organization. The performance includes creativity and innovation. The lack of high quality solution leads to the majority groups thinking about the issues they face. As the minority don't take part in the process, the decision making process gets degraded. As a result, the need for heterogenous groups is required. The organization that is been taken into consideration for discussion does not have the concept of heterogeneity which makes their structure inflexible.

As a result, the system structure of the company has become inferior due to the absence of diversity. As the organization has less amount of female workers, the organization involves larger amount of male person to get their work done. Those tasks may be ambiguous of nature which woman employees can better handle. There is a strong tendency of the company to be more adaptable to the different environment. In the current scenario, where the demands in the world is constantly changing, the organization has to face continuous challenges from the competition. It is therefore required to stay flexible and adaptable to accept the challenges from the competitors.

As per the reports gathered, it is come in to notice that HR practitioners and managers of the company should think and discuss the matter related to diversity for the improvement of the situation. It basically brings direct values to the company through the management people. The company should aim to bring effective practice to initiate diversity management. The research work that is required to be done also aims to induce the training programs. Those training programs are required to initiate development in the diversity management on the basis of gender. To improve the situation in an organization aiming for diversity management, programs should be initiated to groom the employees so that they can realize the values of diversity. The organization therefore will take necessary actions supporting the diversity management so that they can keep themselves updated as per the changing demands. They should adopt the challenges as their competitors have already made themselves upgraded as per the changing needs. The organization should be involved in more research practices so that they can recruit people of high talents who can serve in a better way for the organization.

Objectives of the Market Research Plan

- To do more practices on ethnic diversity and gender to achieve more flexibility.

- To initiate a suitable training program which will make the employees of the organization be updated about the organisation's ethnic and gender diversity in the workplace.
- To encourage the organization for making initiatives to gradually improve the situation through the practice of diversity management.
- To make necessary actions for restructuring the Human Resource for enhancing diversity in the workplace.

Identified Problems / Issues

The inflexible work schedule in a company leads to a very poor accommodation for the employees. It has been noticed that imposing rigid schedules may reduce the absenteeism of employees in a company, but there becomes a sharp chance where the employees can quit their job due to inflexibility. In such inflexible structure, the women and child can feel themselves more helpless as there is no such of cooperation in the workplace from the organization. Due to this reason, there is a high chance of employee attrition due to less commitment towards the organization. The dissatisfaction in the job affects poorly to the employees and they leave their job eventually. As a result, the organization suffers from poor productivity and it makes a poor impact on the profits of the organization.

Apart from that, the company recruits homogeneous employees for their work required. Those employees belong to the same demographic cultures. The main problem actually lies in the HR department, as they don't meet up the expectations of the organizations. The organization practice their HR policies by not keeping in mind the benefit of the female workers. If the diversity management is very poor in the organization then the employees create a strong resistance towards the organization. The chances are much high where the organization will face difficulties to carry on its operations.

Furthermore, it can be said that the organization is making their position inferior as they are adverse towards diversity. People of the current era, supports the diversity to cope up with the changing demands of the successful organizations. If they are not doing the same, then there is a sharp chance that the company will loose popularity in the market. Therefore, the companies can face a strong competition from the market competitors as they loose competitors and unable to recruit fresh talents.

Due to the absence of heterogeneous groups the organizations are not able to get the optimal solutions regarding innovations. The organization has adopted an approach which is favourable towards the homogeneous groups. The approach is

not favourable for the management of the organization to create wider strategies. The creativity and innovation hampers a lot as the employees of the organization belong to the homogeneous groups. As the people are from similar backgrounds, there is no such innovative thought which can lead to progress. Due to this reason, if the employees are not able to provide solutions which are well justified. Therefore if the company is willing to make changes, then there is a strong amount of resistance from the employees. Undoubtedly it can be said that the organization is facing severe challenges from its workforce as it is not able to properly manage the diversity. The market research if done properly can identify the issues which can provide the evidence of the effectiveness of diversity management. The research is basically done to check the productivity of the company. The company should also conduct additional training programs to groom their employees after doing the research. The training program is required to meet the shortages that has been occurred in the time of performance delivery. The research process is restructured to redesign the Human resource of the company so that fresh and talented people are hired for the success of the company. The restructuring of the redesign process is very much vital before starting the research process.

Process for Consultation

The main person in the company who is required for consultation regarding Human Resource is the head of the concerned department in the company. The prime matter of concern is that what practices are taken into consideration and what are its impacts. The other important thing is to have frequent meeting with the Board of Directors. The directors are there to set up the mission. The directors should be well aware of the cultural diversification. If they are not well informed about the case, then there is a sharp chance of lack of improvement of the organization in the current era. In today's world, globalization is an existing trend where the directors have to stay upgraded to cope up the needs.

The required consultation can be done only when the directors and the HR practitioners sit for a meeting. The meeting should be carried on in between the Directors, the HR Head and the HR practitioners who have gained knowledge through working for years in the organization. Until this knowledge has not been gained, the HR practitioners are not able to provide advices for the development of the organization.

Scope

The Human Resources which are required:

Two people are required to carry on the research work. They will do the tasks of conducting the meetings between the HR and the directors. They are responsible to take the notes. They often accumulate the data and analyse it. It has been noticed that at least to people is mandatory to conduct the research work and analyse the data gathered. Two people are mandatorily required to analyse the research results. One person will primarily take the responsibility of the data gatherings whereas the other person will be responsible for analysis of the data. Therefore, the combined effort will make the ultimate research process complete.

The Financial Resources which are required:

The requirement of financial resources is reasonably low. The only financial resource which is required here is for the stationery and travelling cost. Other costs are not been incurred here.

The Physical Resources which are required:

The researcher often visit the company's various location for the purpose of research work. They are required to visit the locations within the time frame given otherwise the research will not be properly conducted.

Assistance from External Market Research:

The assistance from the external market research is not at all required in the cases. For some cases, the result of the previous market research can be required to get support in the current research work.

Locations for Market Research:

Normally the research is conducted in the shopping malls which are near the D.A. Garden supplies. The research work are also conducted in the D.A. Garden itself. The location of the research is very much vital in the case of market research.

Methods of Market Research:

- Research type:

A special type of research is the Exploratory research. In the survey, this type of research is required to be conveyed. This kind of research is conducted to have the knowledge about the insights of the customers. It's the best way to approach for research through D.A. Garden supplies.

- Data type:

The investigators will accumulate the primary data and the data will be used for research purpose. The primary data is required for understanding the customer's buying process exactly.

- Tools / Sources for Research:

- In commercial places, in depth interviews and group interviews are conducted. Therefore group and in depth interviews are the prime tools in research.
- The phone calls are often required as tool for the research. Those calls are conducted to get the information from the target and potential customers.

- Sampling methods:

In research purpose, sampling methods are often required to conclude. The sampling can be of two types, Stratified Sampling and Convenience Sampling. In Convenience sampling, the people are divided into two groups i.e. men and women.

- Locations:

The required survey process will be done in the D.A. Garden Supplies.

Therefore the location is also vital in the process. The shoppers mall near the D.A. Garden Supplies will also be considered for the process.

- Instruments:

Phone calls and survey through papers

Data Types required:

Two types of data i.e. the primary and the secondary data are combined to get the ultimate results of the research. If the customer's buying decision process is required to be understood then primary data should be taken into consideration. The secondary data is also vital in the case of research. The secondary data is that which is collected at least two years back. Such data is required to compare the situations in the two different periods. The differences in the behavior of the customers at two different periods can be observed from the combination of primary and secondary data.

Therefore, it can be stated here that primary data is the data which gathered in the current stage for actual research whereas secondary data are gathered in the past and they are not of the prime use. The secondary data are used for the purpose of support.

Deadlines:

The completion date of the project is stipulated to be the date that is one month after the starting date.

Determinations of Market Research Scope Needs through Consultations:

In the initial stage, a detailed consultation is required to be done with the HR Practitioners before identifying the needs of market research.

Feasibility of the Research:

The feasibility of the research actually depends on the collaborative approach of the Company's directors and the HR practitioners. They make the initiatives to engage the employees of the organization. The initiatives are taken in such way that employees at every level of the organization get involved in the research project in various dimensions. Until the employees at every level of the organization is involved in the process, the research work does not becomes complete. The employees at different level of the organization can give different sort of data. Therefore, the integrated data accumulated from the employees at all levels generate an information in totality where variations in opinions can be properly identified.

Time Table:

Procedures in the first week: Gathering of data

Procedures in the second week: Selection of data

Procedures in the third week: Analysis of data

Procedures in the fourth week: Result of the research

Design of Survey

The design is done in such a way so that interviews can be done in the central locations.

It has been mentioned that the research work will be reached at all levels of the organization. The HR department will support to conduct the research as required. The research can be conducted through providing questionnaires to the employees. Those employees will fill up their opinions regarding the impact of ethnic diversity in an organization in numeric format. The quantitative answers can be provided in the numbers ranging from 1 to 5. Some of the examples of the questionnaires are given here for better understanding:

- What is the difference felt if the coworker belongs to other ethnic groups, business culture, language or other gender?
- What is the impact of the minority in the overall productivity of a team?
- If the rate 1 is considered to be least willing and rate 5 is considered to be the most willing score, then how will the concept of current state of gender or ethnic diversity be learnt.

Legal and Ethical Requirements meeting

The survey is done in such way that the questionnaires are properly filled up by the employees. There are certain fields that are required to be filled up with utmost care. The Research Conductors should keep in mind that not a single data should be disclosed among the others. If any such data is disclosed earlier before the completion of the research then the whole process will not be conducted properly. Some of the employees can fill the data on the base of the disclosed information and not on their personal information. The confidentiality of the data is strictly maintained. Thus, the ethical and legal requirements are properly met. While doing the research, the researcher should keep in mind that all the legal and ethical requirements are properly met. The employees who fill up the questionnaire should properly sign it up. Those signatures are done stating that the employees have the knowledge of the research purpose, procedures, risks and benefits. Finally, it can be stated that the research findings should properly communicated to the Human Resource Practitioners and the Board of the Directors of the organization. An overall document having all the ultimate statements should be submitted to the directors and the copies should be given to the HR department. It is done to ensure that the violations of any ethical and legal codes are not been done in any means. If any kind of breach in the legal and ethical codes take place then there is a sharp chance that the organization can be in deep trouble.

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