Functional Areas

With a large corporation such as CBRB, there are many functional areas that are crucial to the company's smooth day-to-day operations. Each functional area is essential to streamlining the operations as well as finding ways to save the company money. All of the functional areas can increase efficiencies while keeping the operating costs down by working together on group projects that can utilize their specialized skills to come up with a winning solution. When an issue arises, it can often be traced back to one or more functional areas that could be causing the issue. In some cases, the issue might not be a actual problem but a better solution to increase the company's level of success.

The three different functional areas that could be contributing to the problem are:

Marketing: Marketing plays a vital role in the success of any company. Most company's view the success of their company based upon their effectiveness with their Marketing and Sales endeavors. The Marketing area is the source of communication of the consumer's wants and needs. Marketing is the gauge for measuring who the customers are, what are their needs, the products they will likely purchase and the longevity of the products. Another benefit of Marketing is its ability to determine price tolerances as well as determining advertising campaigns to specific target market and segments that would yield the highest return for the company.

However, if Marketing fails to successful communicate effectively to their audience, this could result in lost potential sales, lost profits and even lead to a contraction in the business's future operations. Marketing should be viewed as the face of the company. With CBRB, Marketing needs to be able to listen to the customer's needs, see the future direction of the company and speak out loud about the products and services we offer.

Finance: Finance main function is to track and monitor all of the income earned and the expenses by the company so that it show if the company is generating a profit or a loss. The Finance function becomes more granular in its ability to see in detail of the business's holdings. This is typically in reporting of this information that allows the

leadership to make the most informed and educated decisions for the company. Accuracy in this reporting has a huge impact on the company's ultimate success or failure. CBRB knows that every action is determined by the accountants reporting of budget; sales, cash flow, and expenses all the while being compliant with the GAAP practices. Generally Accepted Accounting Principles (GAAP) is a framework of accounting standards, rules and procedures defined by the professional accounting industry, which has been adopted by nearly all publicly traded U.S. companies.(GAAP) Finance functions as the primary indicator for presenting the best financial action that could preserve the cash flow while funding projects that could allow the company to continue to grow and expand. Typically, I view finance as the health of the company. Is it healthy or Ill? The Finance function can show what the strength and flexibility in the company's pursuit of growth and expansion.

When Finance does not function properly, this could lead the company to make uninformed decisions that could be costly and even cause the whole company to shut down.

IT (Information Technologies): Informational Technology is the key component to communicate effectively amongst the other departments, as well as the public. The IT department functions to serve the company's technology needs. These needs include computers, telephones, computer networks/servers and even software/applications. All of these components are required for effective communication in the company. If the communications fail to operate the company will failure to generate business and even execute day-to-day operations. In today's world, the reliance on technology and IT have become the primarily component for the operations of the company.   IT has even expanded into protecting and securing the company's most proprietary information.   As a result, IT has been charged with being responsible for upgrading software, system upgrades, web administration and even prevention - theft/destruction prevention.