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Week 5- Analysis Paper

University name

Date

**Answer 1:** Hard Rock Café takes necessary steps to ensure that they have a low employee turnover rate. These steps are implemented right from the hiring process. They carefully scrutinize every candidate profile to ensure that they are fit for the industry or to find out whether that candidate has come for a long term or not. They are screened on the basis of their interest in music. Also, positive attitude, self-motivation is some of the factors that the company looks for while hiring (Heizer & Render, 2014). Once the hiring process is over, Hard Rock Café offers great incentives and benefits to their employees. If employee's serve for ten years, the management gifts them a Rolex watch for their services. For twenty years of service, the employees get a diamond encrusted Rolex watch. Those who stick for five more years, get a one week trip to any corner of the world (Fishof, 2012, p. 298). Apart from that the company offers facilities like Medical, Dental, Life & Disability insurance, pension and other retirement benefits, training and educational assistance, paid time off, discounts and special offers for employees, and health & wellness program (hardrock.com, 2015). The company takes all necessary steps for ensuring the well being of their staffs. By doing so, the employees too, take prides in the organization and want to stay employed. The organization trains them effectively so that the employees can perform well in their respective positions and excel in their job. These steps make the employee turnover rate low for Hard Rock Café.

**Answer 2:** The Human Resource departments support the company's overall strategy by effectively scrutinizing and selecting candidates who have the potential to live up to the culture of Hard Rock Café. Passion for music and the ability to tell a story is the first criterion that every candidate must fulfill. After that, they are scrutinized the candidates on the basis of their ability, dedication, overall attitude and self-motivation. Selecting the right candidate for the job is one of the critical tasks that every HR department has to perform. So, the HR

department at Hard Rock Café always take care that they recruit peoples who can effectively fulfill the strategy and mission of the organization.

**Answer 3:** Hard Rock Café is all about being creative. There is ample space for creativity and personal expression. In the automobile assembly line, there is less space for the employees to suggest creative and innovative ideas as it heavily depends upon the total utilization of facilities. Also, there is no space for personal expression. There are less chances for Hard Rock Café's value system working out for automobile assembly line but both the companies can rely on the experience of their employees being trained well and self-motivated within that same value system and this will definitely work fine.

**Answer 4:** One of the most important elements for both Hard Rock Café and Disneyworld is customer experience. This makes both the organization stand out from each other. The customers of Hard Rock Café are people who are passionate about music and are looking for the hard rock experience. The Café live up to their demands by offering them the same environment where they can actually feel it. For this, the café allows its employees to be covered with tattoos that give them a rock star like appearance which further helps the company to maintain its authenticity (Fishof, 2012, p. 298-299).. On the other hand, the main audiences of Disneyworld are children. It offers the children a place where they can live their dreams, wander into the fantasyland with their favorite Disney character and have fun. To provide this, the employees too, need to sport that clean and simple image that every kid associates Disney with. So, everything depends upon what the customers want because it is all about providing them the authentic service. Depending upon the demands, both the organization design and implement their strategies and neither can be offensive to the employees and the customers.

**Answer 5:** According to David Fishof (2012), during the hiring process, the company always looks for ““storytellers” - individuals with the gift of gab who are not afraid to talk about the rock star who was sitting at the same table the day before, the concert they saw last night, or the latest piece of headbanging music they saw on YouTube” (p. 299). They consider their employees as “performers” who can sing or perform anything they want depending upon the mood. During the hiring process, they usually ask about things like their favorite band or the first concert they watched, or which artist they would like to meet the most. They basically hire people who love music and aren’t afraid about sharing their passion with the guests or customers (p. 300).

Hard Rock Café never allows monotony in their work premises. In this organization, the management allows full freedom to their employee. They are allowed to think, act and look different from others. Employees enjoy full freedom, of course within the company limits that create an environment which is full of fun. No corporate company would allow its employees to come to work looking more like themselves. When the management allows the employee to innovate and be creative, work no longer remains work, but it becomes fun. This invites loyalty and never allows monotony to sneak in even if the employee is doing the same job for months.

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