**Description of the Company**

Genco is a manufacturing company that uses labor and industrial production, in which raw materials are transformed into finished goods on a large scale. Our finished goods may be used for other products such as produce, clothing, recycling, and refining of petroleum, etc.

Genco has decided to establish a presence at Kava and the company has the support of local organizations that can assist the setting up of business in Kava

Facts about the island:

The location:

A significant island country in the South Pacific.

The people:

Over 50% under 15 years of age

Ethnic mix of indigenous South Pacific tribes, Asian (Chinese primarily), African, French, Spanish, and since World War II, a sizeable number of Americans.

Religions – Indigenous 50%, remainder closely divided between Christian, Buddhist, and Islamic.

Languages – Numerous indigenous, as well as English, Spanish, and French.

The economy:

Petroleum, coffee, cocoa, spices, bananas, sugar, tourism, fishing, and natural gas, as well as inexpensive, quality labor.

Disasters threats:

Tidal waves/tsunami

Typhoons/Hurricanes

Tornadoes

Floods

Fires

Volcanic eruptions

Earthquakes

HIV/AIDS

Petroleum spill

High risk for avian flu

Terrorism, from within and outside the country

Helping organizations:

Governmental service – local, state, and national levels—including the military

Community based organizations

Faith-based groups

Businesses

The task:

Define our mission and my assignment:

Our company is considering establishing a greater presence here in Kava. That greater presence could take various forms, based on what’s good for our company and what’s good for the people of Kava. You and I get the chance to analyze, synthesize, and prescribe regarding that decision.”

Because so many disasters happen here?” I questioned. “I think I can write up this recommendation in two words, ‘Forget It’”.

But our organization chose to play in this game and you chose to join our organization. If you really want to play, you will have to take your turn at bat. There are no designated hitters in this game.”

I rephrased my thoughts, “OK, we want a greater presence on Kava, because so many disasters happen here.”

Certainly, one reason is that whatever happens here affects us there. I’ll make sure you understand that as we create this study. As you’ve seen recently, disasters happen at home, too. We can avoid, deny, or ignore them. We have to turn them into opportunities. Another huge reason is the founder of our company, Chris Morales, has a deep-seeded commitment to doing what is right. Not because of the economics, or politics, or recognition, but because it’s the right thing to do. Our organization is far from perfect, but we keep trying to upgrade who we are, what we do, and how we do it. I believe we can’t keep taking more from Kava, if we don’t give more back. I want to live up to that Genco name. And, the third, maybe most consequential reason is the government of Kava, and I’m sure indirectly a bunch of other organizations, are asking us to bring our business “culture” to Kava.

Why is their government asking our company, a for-profit business, to help them with their, social needs?” I asked.

There are also three big, basic reasons, for that,and loads of other minor ones.

First of all, through our growth, our company has demonstrated that we can develop and manage a very effective, as well as highly efficient, organizational structure and processes. That includes all aspects of the company; marketing, finance, purchasing, technology, human resources, physical resource, transportation, strategic planning, leadership, etc.

Secondly, the goods and services that come from Kava, have a significant impact on our company, you and me, and most folks back home, as well as people all over the world.

Last, and certainly not least, the CEO has preached and demonstrated, ‘*In the long run, economics drives everything*.’

All those fresh new critical-thinking skills I need to write a not-too-long Part I to what will be our company’s plan about how we have a greater presence on Kava. I think Part I of the plan should discuss at least three areas; ***organizational processes, human resources, and ethics.***