

# **PRINCIPLES OF MANAGEMENT**

## **TASK2**



## **EVALUATION FOR** **FAO ORGANISATION**

*Management of **FAO** organization has many considerations, because of its goals and the nature of its work all over the world. Evaluating this organization by applying appropriate management tools such as SWOT, PEST is the target of this paper.*

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## ***1. Introduction***

FAO (Food and Agriculture Organisation) one of a specialized United Nations agency focused on developing rural areas. As a neutral forum, FAO provides the setting where rich and poor nations can come together to build common understanding. This organisation have strategy to the global community that lead international efforts and provide services; like collecting information, monitoring, assessment and analysis of the global state of food and nutrition, agriculture, forestry and fisheries, and promotion of a control place for food security on the international agenda. The FAO name was associated with words such as rescue and helping suffering people, serving countries to improve their agriculture policies. To reflect positively on the importance of this organization, performing management system at FAO with considering measures to strengthen it, and essential as it develops an understanding of capability requirements on FAO. Below are an analysis of the organisation profile and the validity of one strategic management models to FAO experiences, by using SWOT analysis as a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues, SWOT analysis may also be used in pre-crisis planning and preventive crisis management, and it may also be used in creating a recommendation during a viability study.

### ***1.1.***

SWOT Analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats. SWOT Analysis may be incorporated into the strategic planning model. It is a subjective assessment of data which is organized by the SWOT format into a logical order that helps understanding, presentation, discussion and decision-making. Strengths and weaknesses are internal factors. Opportunities and Threats are external factors, to understand each

part of SWAT, putting a table including the main points supporting and discussing the main strategy for FAO:

<b>strengths</b>	<b>weaknesses</b>
<ul style="list-style-type: none"> <li>• Advantages of proposition.</li> <li>• Location and geographical.</li> <li>• Financial strategy.</li> <li>• Capabilities of Experience, Knowledge and Data.</li> <li>• Qualifications and Certifications.</li> </ul>	<ul style="list-style-type: none"> <li>• Financials support.</li> <li>• Gap in capabilities</li> <li>• Requirement of security</li> <li>• Reliability of data</li> <li>• Own known vulnerabilities</li> </ul>
<b>opportunities</b>	<b>threats</b>
<ul style="list-style-type: none"> <li>• Niche target planning</li> <li>• Partnerships, agencies, distribution</li> <li>• Global influences</li> <li>• Tactics and major finance</li> <li>• Information and research</li> </ul>	<ul style="list-style-type: none"> <li>• Political effects</li> <li>• Environmental and weather effects</li> <li>• Economy, needs and abroad</li> <li>• Sustainable financial backing</li> </ul>

**Table 1: SWAT FOURTH ELEMENTS WITH ITS POINTS**

## **1.2.**

But we have to put opportunities and threats as an external factors in PEST analysis which helps to identify SWOT factors. PEST and SWOT are two different perspectives but can contain common factors. To give a logical structure for each one, PEST analysis contains of political, economic, social and technological. The PEST template encourages proactive thinking, rather than relying on habitual or instinctive reactions. This analysis should set out proposed areas of work contributing to the Organizational Results, based on needs of members, combined with an organizational performance, alternative sources of supply and partnerships.

### 1.3.

By matching and converting the elements of SWOT to get better chance at developing a competitive advantage. By matching and identifying a fit between the firm's strengths and upcoming opportunities. In some cases, the firm can overcome a weakness in order to prepare itself to pursue a compelling opportunity, on the other hand, by converting threats or weaknesses into strengths or opportunities to apply conversion strategy.

## 2. Analysing FAO organisation

### 2.1.

The reason for analyse FAO organisation after knowing its targets and the areas which working on, is to measure the capability and estimate the efforts that this organisation done before and after that, we have to confess that this organisation have huge responsibility whole over the world, that's because many people trust on it and want to make it better for helping poor and rich people.

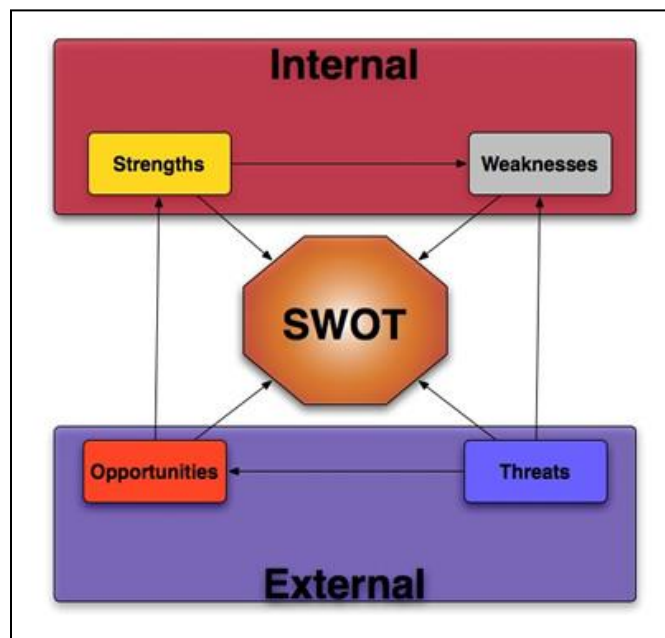


Figure 1: SWAT fourth elements

## 2.2.

Before starting to analyse FAO organisation we have to look for its aims and goals- which are many- and how to achieve the **Strengths** of this organisation, so as strengths elements we can consider FAO's activities such as:

**Advantages of proposition;** like putting information within reach means; to serve as a knowledge network and collecting them by using the expertise of FAO staff, analyse and disseminate data that aid development. Also by publishing hundreds of newsletters; reports and books, distributing several magazines, and host dozens of electronic fora. Other issue, in crisis situations, FAO cooperates with the World Food Programme (WFP) and other humanitarian agencies to protect rural livelihoods and help people rebuild their lives especially in disaster and war areas, so, FAO have to maintaining high standards of professional excellence.

As a **Location and geographical;** one of the main reasons make FAO have great success which is distributing all over the world including regional, sub-regional, country and liaison offices, as close as possible to its Members. The organization has many representative all over the world and the main headquarter located in the city centre of Rome including many services can be used to support the organisation, so, they tend to reach geographical balance of the secretariat.

As a **Financial strategy;** FAO increasing efficiency through reduction of the time taken to fill professional vacancies, for that FAO mobilizes and manages millions of dollars provided by industrialized countries, development banks and other sources to make sure the projects achieve their goals, but FOA made projects to complete its missions and helping Members who suffering from lack sources and needs.

As a **Capabilities of Experience, Knowledge and Data;** FAO Sharing policy expertise, by lending its years of experience to member countries in devising

agricultural policy, supporting planning, drafting effective legislation and creating national strategies to achieve rural development and hunger alleviation goals. Also FAO insist to bring knowledge to the field, breadth of knowledge is put to the test in thousands of field projects throughout the world.

Other capability of FAO is to provide the technical know-how and in a few cases is a limited source of funds.

As a **Qualifications and Certifications**; FAO have many experience people in deferent discipline especially in main regions and main offices, like agronomists, foresters, fisheries and livestock specialists, nutritionists, social scientists, economists, statisticians and other professionals with powerful hierarchy, supportive and trained persons, they can manage any project serve the goals of the organisation. Also FAO provides a meeting place for nations. Supporting with lot of policy-makers and experts from around the globe convene at headquarters to forge agreements on major food and agriculture issues.

**To summaries** strengths in SWAT:

<b>strengths</b>	<b>Advantages of proposition</b>	<ul style="list-style-type: none"> <li>• giving information within reach,</li> <li>• cooperate with others</li> </ul>
	<b>Location and geographical</b>	<ul style="list-style-type: none"> <li>• have distribution all over the world</li> </ul>
	<b>Financial strategy</b>	<ul style="list-style-type: none"> <li>• managing and mobilizing money</li> </ul>
	<b>Capabilities of Experience, Knowledge and Data</b>	<ul style="list-style-type: none"> <li>• sharing policies expertise,</li> <li>• transfer knowledge to fields,</li> <li>• providing technologies</li> </ul>
	<b>Qualifications and Certifications</b>	<ul style="list-style-type: none"> <li>• managing projects,</li> <li>• providing meeting places for nations</li> </ul>

**Table 2:** STRENGTH ELEMENTS

### **2.3.**

Second factor in SWAT analysis to be consider in analysing FAO organisation is

**Weaknesses** forced by many activities such as:

**Financials Support:** the main financial resources is in payment of Members and voluntary contributions, according to many reports about global recession which cause huge damage to the economic policy for several developed and developing countries, which made this countries faced a severe liquidity shortage due to delays in payment of Members' contributions and was obliged to resort to extensive borrowing.

As a **Gap in capabilities:** there is a gap between achieving priorities and requirements of the membership and capitalising on new opportunities, including wide-ranging reform proposals, and also under consideration are mechanisms for identifying poor performance. Other point is to increase decentralization in some offices in Africa and Central Asia, as authorised by the governing bodies.

As a **Requirement of security:** to all members and employees of the organisation in hot points like wars areas and disasters areas all over the world, facing government troops, local gangs and illegal groups, trying to effect and change the efforts of services needs.

As a **Reliability of data:** lack of specialist employees which have the ability to understand and analyse the data of trans-boundary animal and plant pests and diseases especially in places and countries suffering from endemic disease and hunger. Other term of unreal data for policy options form some countries about reducing greenhouse gas emissions or assist adaptation.

As a **Own known vulnerabilities:** the implementation of approved reform proposals, with focus on decentralization; the cost of supporting the field programme and activities in direct support to the Regular Programme; the use of the capital and security expenditure facilities; the implementation of FAO language policy and key information relating to geographical and gender balance in staff.



To summaries Weaknesses in SWAT:

<b>Weaknesses</b>	<b>Financials Support</b>	<ul style="list-style-type: none"> <li>• Delays in payment a financial resources</li> </ul>
	<b>Gap in capabilities</b>	<ul style="list-style-type: none"> <li>• The gap between achieving priorities and requirements</li> <li>• increasing decentralization in some offices</li> </ul>
	<b>Requirement of security</b>	<ul style="list-style-type: none"> <li>• Lake of securities insurance</li> </ul>
	<b>Reliability of data</b>	<ul style="list-style-type: none"> <li>• Lake of specialist employees in some countries.</li> <li>• Obtaining on unreal data in policy options from some countries.</li> </ul>
	<b>Own known vulnerabilities</b>	<ul style="list-style-type: none"> <li>• the cost of supporting the field programme and activities</li> <li>• the use of the capital and security expenditure facilities</li> </ul>

Table 3: WEAKNESSES ELEMENTS

## 2.4.

The third factor in SWAT analysis representing in external factors are the **Opportunities** which give FAO organisation a unique and powerful challenge in the level of PEST analysis such as:

**Niche target planning:** this factor reach in PEST analysis **political, economical, social and technological**, and its about FAO's mission to help building a world where all people can live with dignity, confident of food security, as key sectors in the quest for sustainable economic development, by using sustainable natural resources for development and the need to build a global partnership for sustainable development

As a **Partnerships, agencies and distribution:** this factor in consideration of PEST analysis one of the; **political, economical and social** factors. This one represents in many points such as; increasing emphasis on the state's principal role as that of providing a policy and regulatory framework conducive to sustainable development, growth in the number of countries in the middle-income group, and increased reliance on regional and sub-regional groupings.

As a **Global influences**: by PEST analysis, this factor one of the; **political, economical and technological** factors such as; changing role and public perceptions of the UN system, continuing globalization and liberalization of trade, including food and agricultural trade.

As a **Tactics and major finance**: in PEST analysis, this factor one of the; **political, economical, social and technological** factors, representing in; changing dietary patterns and increasing public awareness of food (safety and quality) and environmental issues, changing demands on agriculture, fisheries and forestry in increasingly urbanized societies, and changing the nature and the composition of funding for agricultural development.

As an **Information and research**: in PEST analysis, this factor one of the; **economical, social and technological** factors, representing in; Steady progress in research and technological development, and continued inequality in access to its benefits, Increasing impact of information and communications technology on institutions and societies.

**To summaries Opportunities in SWAT:**

<b>Opportunities</b>	<b>Niche target planning</b>	<ul style="list-style-type: none"> <li>• Using sustainable natural resources for development</li> </ul>
	<b>Partnerships, agencies and distribution</b>	<ul style="list-style-type: none"> <li>• Providing a policy and regulatory framework</li> </ul>
	<b>Global influences</b>	<ul style="list-style-type: none"> <li>• Changing role and public perceptions of the UN system especially in food and agriculture trends</li> </ul>
	<b>Tactics and major finance</b>	<ul style="list-style-type: none"> <li>• Changing dietary patterns,</li> <li>• Increasing public awareness of food</li> <li>• Changing demands on agriculture, fisheries and forestry</li> <li>• Changing the nature and the composition of funding</li> </ul>
	<b>Information and research</b>	<ul style="list-style-type: none"> <li>• Steady progress in research and technological development</li> <li>• Increasing impact of information and communications technology</li> </ul>

**Table 4:** OPPORTUNITIES ELEMENTS

## 2.5.

Fourth factor in SWAT analysis as an external factors also is **Threats**, this factor, in small part of the world, its reduces and sometime effects, directly, on the goals and continuities of working of this organisation, but putting in consideration how can PEST analysis achieve these factors to understand the way of solve and treat any situation coming from these factors. By looking for this factors and putting highlights on them is the responsibility of FAO organisation such as:

**Political effects:** according to PEST analysis, this factor part of **political, economical, social and technological** factors represented by; persistence of poverty and mounting inequality, a widening of the gap between the affluent and the poor, appearance of the corruption in political systems in many part of the world especially in poor areas effecting on every developing planning and policies in these places.

As an **Environmental and weather effects:** according to PEST analysis, this factor plagued by **economical, social and technological** factors which represented by changing in climate in every part of the world, increasing of CO<sub>2</sub> and Ozone causing global warming and emission gases, that was some reasons caused to negatively affected and “continued risk of disaster-related and complex emergencies”.

As an **Economy, needs and abroad:** in PEST analysis, this factor including **political, economical, social and technological** factors, we can measure it from many reasons like; agricultural production systems that increase risk (e.g. heavy reliance on irrigated crops resulting in aquifer depletion and salinization, or unsustainable pasture/livestock or bio-fuel production on land that was formerly and more appropriately covered in forest), other point, Increasing pressure on natural resources and competition for its use, other reason like population growth

combined with demographic change and movements leading, for instance, to unplanned urbanization, growing demand for food, industrial goods and services.

As a **Sustainable financial backing**: in PEST analysis, this factor plagued by economical, social, and technological factors, described by Changing demands on agriculture, fisheries and forestry in increasingly urbanized societies and using illegal and unhealthy toxic materials to increase production illegally, other point in this factor, demolishing and reduce foresters and Sanctuaries which effect hardly on nature life and humanity.

**To summaries Threats in SWAT:**

<b>Threats</b>	<b>Political effects</b>	<ul style="list-style-type: none"> <li>• Widening of the gap between the affluent and the poor</li> </ul>
	<b>Environmental and weather effects</b>	<ul style="list-style-type: none"> <li>• Changing in climate in every part of the world, increasing of CO2 and Ozone</li> </ul>
	<b>Economy, needs and abroad</b>	<ul style="list-style-type: none"> <li>• Increasing risk</li> <li>• Increasing pressure on natural resources and competition for its use.</li> <li>• Population growth with demographic change and demolishing foresters.</li> </ul>
	<b>Sustainable financial backing</b>	<ul style="list-style-type: none"> <li>• Changing demands in agriculture, fisheries and forester production</li> <li>• Using illegal and unhealthy toxic materials</li> <li>• Changing demands on agriculture, fisheries and forestry</li> <li>• Changing the nature and the composition of funding</li> </ul>

**Table 5:** THREATS TABLE

Finally, to analyse all these data and putting it in table contains on; one side we find matching and identifying a fit between the FAO's strengths and upcoming opportunities, which means we will find some unity between them. On the other side of the table, we find converting threats or weaknesses into strengths or opportunities.

<b>Strengths</b>	<b>Opportunities</b>	<b>Matching S+O</b>
Information within reach, transfer knowledge to fields, providing technologies	Steady progress in research and technological development, Increasing impact of information and communications technology.	• Capabilities of Experience, Knowledge and Data, Information and research
Cooperate with others,	Changing dietary patterns, increasing public awareness of food, changing role and public perceptions of the UN system especially in food and agriculture trends.	• Advantages of proposition, niche target planning
Distribution all over the world, providing meeting places		• Global influences, location and geographical.
Managing and mobilizing money,	Changing the nature and the composition of funding.	• Financial strategy and major finance
Sharing policies expertise, Managing projects,	Providing a policy and regulatory framework, changing demands on agriculture, fisheries and forestry, using sustainable natural resources for development.	Tactics, Qualifications and Certifications.

**Table 6: ANALYSING BY MATCHING STRENGTHS AND OPPORTUNITIES**

Analyzing weaknesses by converting to strength that will be shown in the next table;

<b>weaknesses</b>	<b>Suggestion for converting to Strength</b>
delays in payment a financial resources,	• Making Production projects all over the world
the gap between achieving priorities and requirements,	• Changing policies,
lake of specialist employees in some countries,	• Training, choosing professions

**Table 7: ANALYSING BY CONVERTING WEAKNESSES TO STRENGTHS**

Analyzing weaknesses by converting to opportunity that will be shown in the next table;

<b>weaknesses</b>	<b>Suggestion for converting to opportunity</b>
increasing decentralization in some offices,	• Changing policies,
lack of securities insurance,	• More connecting and effecting on countries
Obtaining on unreal data in policy options from some countries.	• Helping by more information obtains

**Table 8: ANALYSING BY CONVERTING WEAKNESSES TO OPPORTUNITIES**

Analyzing threats by converting to strength that will be shown in the next table;

<b>Threats</b>	<b>Suggestion for converting to Strengths</b>
widening of the gap between the affluent and the poor,	• Increasing in creating projects for poor people
increasing risk and changing demands in agriculture, fisheries and forester production,	• creating and finding agreement for policies from nations
Using illegal and unhealthy toxic materials	• More controlling and rolling
Increasing pressure on natural resources and competition for its use,	• More researches for sustainable energy
Population growth with demographic change	• Solutions for more employees chances

**Table 9: ANALYSING BY CONVERTING THREATS TO STRENGTHS**

Analyzing threats by converting to opportunity that will be shown in the next table;

<b>Threats</b>	<b>Suggestion for converting to opportunity</b>
widening of the gap between the affluent and the poor,	•Increasing in creating projects for poor people
changing in climate in every part of the world,	•Changing kind of agriculture to be more sufficient
increasing of CO2 and Ozone,	•Changing polices to be more sustainable
increasing risk and changing demands in agriculture, fisheries and forester production,	•creating and finding agreement for policies from nations
Demolishing foresters.	•More controlling and rolling

**Table 10:** ANALYSING BY CONVERTING THREATS TO OPPORTUNITIES

### ***1. Conclusion:***

FAO is a great organisation serves all over the world to achieve and support its goals in foods and agriculture policies. Although there are many strengths in its aims and goals as way of management consideration, there are also many weaknesses in the level of internal view, so, the responsibility of the employees and responsible people working in this organisation have to find the ways to cure these points of weaknesses. In the other hand, in the external point of view also, because of the opportunities existing by its position and agreements of Members all over the world which give this organisation the powerful and more authorities to give its consultation in high priority of consideration especially when we talk about threats no matter it come from natural disasters or problem between nations, which effects directly or indirectly on people and life on our earth.

From this point of view, and by taking a consideration; in measuring and analysing this organisation.

**Word Count.: 2166 words**

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