

16
25 m

Beeshire (Dec 2014 Q2)

(a) Public sector organization would be established by government and the fund come from the government as budget. Thus, the profitability of the organization is not important which is same situation in BLA. BLA obtains revenues from all the recycled waste but this only covers the cost of running the recycling facilities and its also not making profit. This shows BLA is not profit oriented.

please elaborate the point clearly

In addition, the purpose of public sector organisation is always for non-financial. In BLA, the goal is "to maintain Beeshire as a safe, clear and environmentally friendly" which is not like "maximize shareholder wealth" as financial purpose. That's also reason why non-financial indicators are useful. If the goal is only non-financial, the CSF (critical success factor) or the KPIs (key performance indicators) would be non-financial.

please separate one line between paragraphs for different points.

(b) Value for money has 3 areas, the Economy which shows how low cost against same result, the Efficiency which indicates how the input was utilised well against the output, and the Effectiveness which indicate how the goal was achieved well with required quality.

Good to define

1. Economy

Comparing with National total, the percentage of staff cost in total cost in BLA is 44% (110/250) while in National total is 42% (1190/2850). This means BLA use more staff cost than average of the country. In terms of economy, the BLA information shows not much economy. Not true. Beeshire is expensive

wealthy location with many tourists so it may have higher costs than other areas.

(b) is worth 12 marks and more writing is needed.

Remember more marks means more writing

(b) 2. Efficiency

In BLA, there are 3500 staffs to collect 2,200,000 tonnes while 29,900 to collect 23,250,000 of waste in the country. The percentage of (Volume of waste / staff) is 629 tonnes / staff in BLA and 582 tonnes / staff in national average. This means the BLA operation is more efficiency than country average. ✓ 2m

3. Effectiveness - There are many aims in the MS, please link.

The information of number of complaints about waste uncollected is useful to measure effectiveness.

The complains per household is 0.8% in BLA ($18250 \div 2,380,952$) while 0.8 in national average. This means its not so good but not so bad as well comparing with average. ✓ 2m

(c) Qualitative factors of performance is sometimes subjective and vague so that its difficult to use the factor for making decision. ✓ For example, the meaning of "clean" would be different between young and old generation. ✓ 1m

Another difficulty is Qualitative factor of performance has some right or acceptable level of performance and its not definite factor. That's why its difficult to make a report for third party about this qualitative information. ✓ 1m

For BLA to solve those problems, its good to quantify the qualitative factor and make a standard level of good performance to compare with "bad" performance. For example, the meaning of clean can be defined as "there is no garbage or waste in public area" or "0 complain about uncollected waste". ✓ 1m

(c) is very well answered. Please leave one line between paragraphs of different points. ✓ 1m