



The Chameleon Organization assumptions and Futures digital age Organization

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Abstract

Organizations have evolved in the era of knowledge and information and became looking for means of survival which enabled them to keep pace with the environment and the next digital age that will put the organizations on the Threshold of organizational wisdom, the organizations has entered the digital age and needed to variegated and change with circumstances and prevailing attitudes. Here will be the need for the Chameleon organization that trying to change according to the Environmental change. As a result of the huge explosion in amazing technology and in all fields of environmental and others, this development has been jump rapid leaps and seemed their main concern is how control on competitor and client from other hand to be proactive organization not reactive, through adoption some of the dimensions that enable them to survive and grow in the digital age, these dimensions are (capacity of Chameleon organization to move around and watching the environment at 360 degree, Its ability to capacity of surprise, its absolute flexibility and reincarnation, it has its own organizational mark, its capable of disguise from the competitor, its agility of strategic movement, it has organizational immune against environmental risks).

Here it should be noted that this study to be applied to the practical reality need creative potentials and the distinct capacity of human resource in the organizations and structures that can be easily changed, so the study would on theory side only.

Purpose

The purpose of this research is to clarify how the Chameleon organization works according to the changeable and rapid environment in the digital age. This organization will be one of the most important organizations in the next digital age, the Current organizations must understand this fact which must

Prepare and be ready for its, and try to simulate the variables of environment whatever these variables.

Design/methodology/approach

The research adopted on the analytical, theoretical approach that based on the vision for the future organizations and adapted to the external environment through theoretical analysis of the variables of search are (capacity of Chameleon organization to move around and watching the environment at 360 degree, Its ability to capacity of surprise, its absolute flexibility and capacity for reincarnation, the Chameleon Organization has its own organizational mark, their capable of hiding from the competitors, graceful strategic agility, it has organizational immune against environmental risks) It has been adopted some of scientific resources in addition to the academic expertise of researcher in this field.

Findings

Research has shown that there is an urgent need to study such kinds of organizations because it will be future organizations and must rely on such strategy ideas possible to be the Main nucleus for deeper study and more comprehensive. The search revealed the most important basic dimensions of the Chameleon Organization which can reliance on it as variables for any study.

Practical implications

Thus it can be used this organizations in the future because the digital evolution in all fields that lead to search for the future survival methods so this organization will focus on two main pivots, they are: international customer pivot and Very flexible production pivot, which produces according to the reactive strategy. organizations must realize such topics in order to initialize and prepare for the unknown. in the future this is will help organizations of future to rapid change and variegated according to environment.

**Originality/value**

Chameleon organization Topic Opens prospects of research for researchers, academics and business organizations to monitor the environment In away differs from the current oversight and some Its components in how to adapt with the environmental reality and possibility applied it to the organizations to imitate some features of humans or animals in order to face the unknown future ,fierce competition and seize opportunities in new ways. the purpose of its is survival .

Keywords:

Chameleon Organization, moving at 360 degrees, reincarnation, strategic agility, organizational immune, absolute flexibility, organizational mark, surprise.

Introduction

The idea of this research inspired from tow main sides, the first ,attracted me while I was browsing the net when the actress Merrill Streep was named by the beautiful Chameleon .this fantastic actress was born in 1949 in the town of Summit New Jersey America. she was assigned to the role of the Iron Lady and embodied this role with all the versatility . she had could to lift the value of movie and the institution what has produced it , through her perfect, attractive performance. So that they were called her title "Chameleon" for her ability to play any role and be proficiency in it . she is acting brilliantly. The second side : when the keeper of Italian national team "Gianluigi Buffon "describes his team that is like a chameleon can change its shape and its plans and strategies according to its position and continued to surprise the opposing team in the 2014 World Cup in Brazil.

Through the above, it has evident that this hybrid description is speed in change, ,dexterity, reincarnation, flexibility, the ability to hide, and graceful movement, along with sudden surprise , can be reproduced and applied in business organizations, and every organization is able to perform it proficiently can call it "Chameleon organization".

Chameleon organization is an organization that is changing according to the environment effects quickly and without prejudice to its internal processes and intellectual capital and has the ability to play any role assigned to it ,by the customer,

because it is in some cases mimic the customer or because of the changing environment in the current or future time .

First section**The scientific methodology of the study****First: the problem of the study**

Organizations intend to mimic Some natural factors, whether human, animal or plant factors, to take some of the characteristics of nature and make it a mean of survival in the digital world that will prevail in the future, so it must find a means of survival and growth when the organizations reach to a phase of organizational wisdom. This stage comes after reaching the organization to organizational knowledge phase, and knowing what the customer wants from decisions of buying which be before his expectations because he become wise in choosing, What plans of competitor and directions, and what environment variables can be controlled or avoided through Integration, or variegated and match with it, so the problem of studying is in the following questions:

- 1- Is there a possibility and ability of Chameleon organization to move and watch the environment at 360 degrees?
- 2- Is there a capacity of Chameleon organization for surprising at any time?
- 3- Do the Chameleon organization has Absolute flexibility and change its shape and form of their products?
- 4- Do it have ability to reincarnation and mastering the organizational role to remain sustainable?
- 5- Can it uniqueness in the organizational maker and cannot reproduce or imitate the mark?
- 6- Do the Chameleon Organization has the ability to disguise from the competitor and agility of strategic movement and moving in the The global environmental space ?
- 7- Do it has organizational immune against different risks of environment which are facing it as a result of the diverse environmental viruses and evolving genetically?

Second: the importance of the study

This topic is one of the an important and complex subjects and a few app and endoscope because of the difficulty associated with the processes of changes and the need for integration and synergy between the workers and the ability to read the environment of rapid change in design decisions and operation in production management to translate wishes of customer to

goods and services, this can be achieved through the a chameleon Organization which capable of drawing events to match together with the environment. So we can select the following important points:-

- 1- The use of such organizations in the future will contribute to satisfying the undeclared needs of customers that over their perspectives and looking for the wise customer permanently.
- 2- Converting from traditional organizations to the digital age that it is named "the Chameleon Organization to achieve their competitive edge in the era of competition that will be competition in it deadly and uterine.
- 3- Achieving the target that any organization are looking for, it is surviving as long as possible in the digital market by relying on the dimensions that had already been mentioned.
- 4- ability to control and adapt to the environment in the digital age, that the organizations began putting their feet in it and do it has the ability to resist?
- 5- achieving the competitive superiority of organizations that can adopt such strategies in the future, this is an evidence about its interest by both of importance of the Digital customer and competition.

Third: the aim of the study

This study aims at the following:-

- 1- Clarification the reader and interested in the world of digital competition, what would be the future assumptions and futures of digital age and theorization of the Chameleon organization
- 2- Delivering warning message to today organizations and prepare for the future in accordance the perceptions and dimensions of Chameleon organization
- 3- production Machinery, equipment and machinery that have the capacity to adapt and change from case to case, taking into account the location of these organizations must be flexible
- 4- the ability on facing the intense competition that required from the Chameleon Organization" Digital Future Organization" to resist , survival and variegated with emergency circumstances in the future.

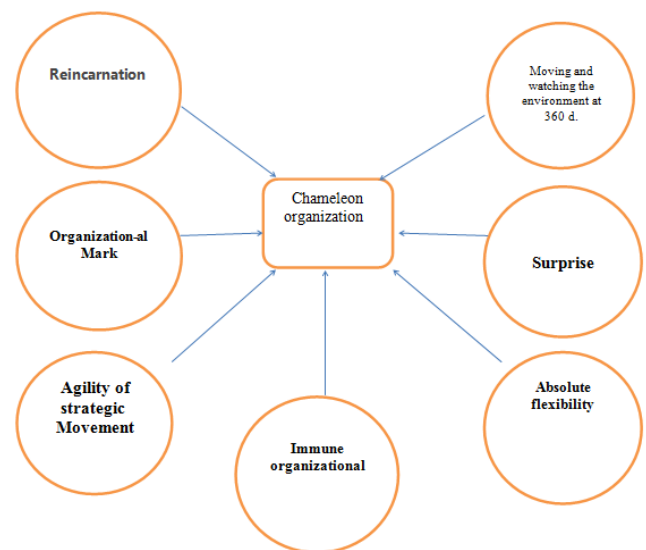
Fourth: Theoretical study hypotheses:

The assumptions are as follows:

1. Is there a role of move and watch the environment at 360 degrees ,in reading environment to enable the chameleon Organization ?

2. Is there a role of surprise in the longevity of the Chameleon Organization?
3. Is there a role of absolute flexibility in shifting Chameleon organization from one form to another?
4. Is there a role of Reincarnation in performing the required role of the Chameleon organization?
5. is there a role of the Chameleon Organization in creating its an organizational mark?
6. Is there a role of the hiding from competitor and have agility of strategic movement and in survival the Chameleon Organization in a digital competition world?
7. Is there a role of organizational immune against environmental risks in longevity the Chameleon Organization ?

Based on the above assumptions , we can illustrate the premise paradigm of studying, as (1) below:-



Section two

The theoretical side

First: the Chameleon organization and the environment

The environmental transformations in the current decade became more impact on all the organizations, there have been many economic , political crises and others affected by organizations in General and business organization in particular, leading to the exit many of its from competition market and suffered heavy losses. As a result, many workers were laid off from their working, communities faced compulsory unemployment as a result of not reading the

environment correctly and the inability this organization to reincarnation of the role assigned to it, if these organizations have the ability to fast change and variegated with the environment ,that will make her able to face the situation by strategies steps through the use of shifts position to another one, it was possible to overcome these setbacks and less loss by using absolute flexibility in work.

Second : the dimensions of Chameleon organization

the Chameleon Organization as any organization can read the environment accurately but here the senior management responsible for putting in size of its plan and strategies many things such; continuing dynamic change in organizational structures , productivity equipment , Pre-preparedness in order and change of production from one format to another easily , smoothly and produce products close to each other and it's must have the ability to change and capacity according to tow main sides :

the first , as the customer wants and the organizations be proactive here not reactive .

the second ,this is changing, according to environmental variables and the reflection of the environment on work and form this organization.

so it is possible to determine the dimensions of the Chameleon organization as follow:

1. the ability to move and watch the environment at 360 degrees.
2. the ability to surprise.
3. the ability to absolute flexibility.
4. the ability to reincarnation.
- 5.it has to its own organizational mark.
6. ability to disguise from the competitor and agility of strategic movement
7. it has organizational immune against environmental risks.

These dimensions can be explained briefly;

1. The ability to move and watch the environment at 360 degrees:

Basic characteristics of Chameleon organization is Permanent wary of the unknown and sudden changes in the environment so that it is being in positions which give it strength to spin and move around environmental variables . it has sensors for this environment because of having eyes can through it watching this environment and has the ability to view at 360,

and this feature makes the a chameleon Organization on standby for any emergency ,Possibly surprise and makes her unable to skip. This feature has made the chameleon Organization has Permanent moving in analysis of all the data of environment in different levels to access to the global environment and beyond it , because of the space of competition of its is the whole world, and it has the capacity to dissolve these limits, especially in the digital age that the organization had access to it .

2. The ability to surprise:

One of the distinguish thing of the Chameleon Organization is its ability to surprise the competition organizations and full control over the competitive environment through information which they possess on environment. This Organization are attempting to surprise competitors by offering its products in markets where the competitor was thinking to offer his products, so the Chameleon organization is always looking for calm, and especially about blue markets where the competition has been less. If it wants from marketing their products in the Red markets , it is marketing them in small batches in specific locations for these products which generate their surprise in opportunities of marketing. And here surprise may affect on the competitor through a windfall factor that the organizations good at it, as the next world is the world of digital competition that makes organizations compete outside its borders and this required surprise and become one of the important strategies for survival. here is possible to use flexible manufacturing and the variable or using humans in the competition organization for the benefit of the chameleon organization or advanced technology or control on the clients of other organizations through making them their client .

3. The ability of absolute flexibility:

the Chameleon Organization has the superior capability in absolute flexibility through it's main components . its possibly be flexible in raw materials, flexibility in the production lines, the possibility of transfer it from one operation to another, flexibility in planning at all different levels which make it ready to change its plan continuously ,this will also require flexibility in managing the talent for individuals who work in the Organization , because its basic work and ability of competitiveness based on the rapid change processes that do its, this requires full flexibility in all The activities of the

Organization, so it is possible to use Flexible or Site location, and the arrangement of her components and equipments, because of rapid adaptation of the digital environment which will face it in the future and the change of the way to be better.



Form (2)
components of Absolute flexibility

4. the ability to reincarnation:

There are many Management and administrative roles ; internal and external ones that the chameleon organization have to performance it perfectly , like ; Client Simulator, try to earn them and retain them. this requires the ability to perform the is required role of the Organization efficiently . here it has to Play the role that the client wants , Or playing The role of organizations who have achieved success in the past and be mastery, or ' playing future role , this is confirmed by Ian Stevenson in his book entitled "research on reincarnation" and the fundamentals in reincarnation is :

- reading of .Past life
- Retrospective memory.
- Prior vision.

Individuals within organizations always do The reincarnation process perfectly and Circulate it to their organizations. And when individuals are Entrusted to them reincarnation role of a certain organization in the past or fictional in the future , here will be the backbone is creative ,mastery of the role of the Chameleon Organization and the organizational leadership of who based process of reincarnation. through the preceding paragraphs of reincarnation means, it can be adapted the reincarnation role to the chameleons Organization and make it reality in the digital future.

*reading of Past life

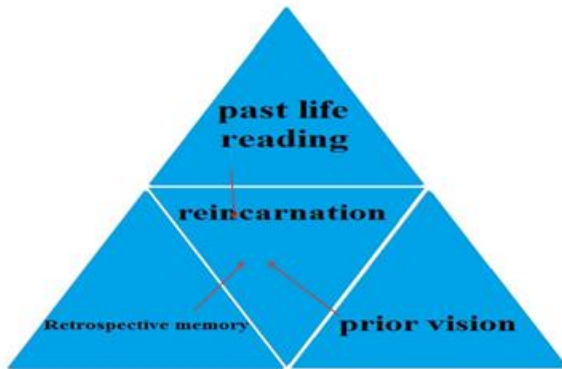
here ,reading based on the ability of the chameleon organization in knowing all the Experiences, business, behavioral and productivity actions and other operations which it was do it in the past ,also studying all the productivity behavior and others for all the rival organizations ,whether in the present or past to know the experience which passed it .and how it face the Variable environment and achieved success or failure, the chameleon organization is playing the organization role that its have achieved the success or the chameleon organization re- play the role to success in problem has faced it in the past . here WE will have to know the treatments steps that do it these organization and use it with making required amendment because of the time dimension.

* Retrospective memory:

retrospective memory is the power of memory of storage capacity for information and knowing all the productivity acts and behavior of local and international organizations based on information possessed by the Chameleon Organization whether Visual information or written or reserved of previous encounters with the environment ,or the information stored in the intellectual capital which is owned it. the memory will Relive all past problems and solutions and reincarnation it properly on the current situation, through the coherence of ideas to Chameleon .

* prior Vision:

always the Chameleon organization confirm on capacity development based on the vision of the works that it can do it successfully , because it believed that this prior vision Contribute to the production of products descend to the market for the first time, or create new and untouched markets by the competition, and believes they can succeed in their production as well as for the places ,which choose it as starting points to gain new customers. The prior vision of the Chameleon Organization try to adopt thoughts about the products is manufactured in the past , and have faced challenges and overcome or imagined products or new markets in the future and draw imagine picture to these products and supply success factors for it.



Form (3) components of reincarnation

Through the above, Chameleon organization has characteristics that make it able to play any role or work assigned to and have the ability to innovate in this work.

5- Organizational mark

The chameleon organization has its own mark, and the others can't imitated or reproduced even if there is other Chameleon organizations because each one has its own style and special mark in dealing with the environment. It may have the same dimension of this organization but different in dealing. So every one has its own personality and privacy. This will be reflected on the behavior of the organization has its own personality unique that be different from its competitors in some properties. This confirm that each Organization made his special mark in dealing with the environment and the ability to experience the role in a high performance.

6- Possess immune regulatory

When any organization hit disaster or environmental virus, the first damage catches it is the erosion of their cultural and social fabric. So there serious injury would face the Organization, namely "the regulatory migration of its human capital" that looking for another somewhere, as well as losses is incurred by the Organization in the preparation, training and increase knowledge of human resources. organizational Immune as possessed human body, animal or plant Immune, as the organizations are part of the General environment that surround all systems that are under their influence and it is expressed part of a larger system, it is the external environment. Organizational immune system consists of a basic set of components and functions that are integrated with

each other to fight the environmental virus or regulatory warnings that maybe affect on the structure of the Organization and its structure. So the Chameleon Organization can possess the following:-

1- Organization immunity natural :

From a strategic point of view of some organizations which have historical roots and have faced several threats and attempted to entrench it selves and were successful in that, because it returns to the non-acquired natural defenses, such as:-

A- Site of competitive:

Site of competitive is one of the natural defenses that can help in finding a Sustainable natural immunity to the process of site selection. (Hofer & Schendel; 1990, 70) noted that there are two basic advantages we can depend in its to limit competitive position, they are:

- increase the share of organization in the market will lead to the power of competitive position and increase their revenue potential.

- When two or more different organizations share will lead to the creation of a large base of clients which increases sales and reflection on profits.

While (Hill & Jones; 2001, 221) focused on the large market share that will lead to reduce the costs, they express (strength, and basic capabilities) as a secondary measure of competitive position and therefore the good competitive position will achieved a strong defenses has the power, endurance, and survival. because it is having a competitive position can not reached from the vital organizations. that shows its ownership of a natural organizational immunity against competitive threats:-

B-Right decision :

every individual in any organization make decision continuously trying to reach to compromises whether it is dealing with pricing to costumers, or choose new project to be funded from a limited budget, or the identification of goods and services to be provide before other organization. And determine the effectiveness in making of such decisions in Organization's success in the market in a large degree. the rights of decisions making and the special basic techniques specify of how take decisions effectively, the effectiveness of

the work of the organizations, descend products to the market fast /new services in the market, and the needed time to get results. Therefore, the decision rights expressed the first unit that should to care about the organizations that suffer dysfunctional, it is pillar of effective innovation of organization.

C) Information: the lack of information for the organization lead to uncertainties in decision making based on the background and cause an imbalance in the arteries of the communication, hardening prevents transmission of information freely, fullness with empty calories, and mislead the body that believed to be nourished, and while it was on the brink of organizational collapse. Here we must focus on the quality of information for its basic role in building strong resolutions (Taey: 2009, 240-251) has expressed impact of bad information on other constituent units of DNA (particularly ,decision rights, incentives are strong). Without accurate information, decision makers can't make decisions fast and clever in the market, and the staff don't get their assessment of their efforts whether positively or negatively .

D- incentives: the topic of motivating workers to submit their best for their organizations is a highly complex subject ,and an incentive is liked reward for upstanding performance (Tai et al: 2006, 403-404) reward system plays an important role in motivating individuals to do their best to raise the performance levels which reflect positively on the individual objectives and the Organization the same as (Rashied and Gulab: 2008, 377) .

Money is not the only incentives ; but all targets, incentives and employment opportunities that stimulate employees to give it the necessary attention to access. money rewards and non money Can encourage staff to align their target with the Organizations' , to work hard later for achieving those target seriously. Or they can cause Impeding behaviors for production inadvertently ,through the separation of personal and organizational interest .

E. organizational structure :- organizational structure is one of the most important components of the Organization, which must be compatible with the external and internal environment to make the appropriate changes. this is associated with the

flexibility that enjoyed (Hall; 1992, 84), is the unit that be more clear than the other four ,and is the starting place that most programs of organizational change in it. But the organizational structure shouldn't be the starting point, but the logical result of the dealing options for the other three consisting . Despite of the importance of the organizational structure and the possibility of disability of the organization's progress ,if it is designed badly, it represents the culmination of efforts of the reorganization and not Basic foundation (<http://www.boozallen.com/>)

2- Acquired organizational Immunity

This type of regulatory immunity is acquired after exposure the Organizations to a risk or environmental viruses earlier. it is divided into the following:-

A- organizational immune cells: identification on characteristics of the environmental influential or viral by parts of the Organization that affect specific section and this section has could to recover and has sufficient immunity against danger .This sections is called immune cells and thus these sections offer solutions , strategies and treatment kill environmental virus.

B- Organizational memory :- adding Mechanisms and treatment means to the prior situation to the memory of the characteristic that equipped the virus and knowing how we can Elimination from this strange body, if the organization is affected to the same virus . Here we can return to organizational memory to see the prior treatment that used ,and what is its stock solutions and treatment strategies in the same cases .

C- Organizational vaccine: some organization use third-parties to take such a vaccine because of spread one of the environmental viruses . third parties like consulting offices or intellectual capital in similar organizations or through the knowledge transformation , experience and skills from organizations already has been exposed to the such virus . The use of ready organizational vaccine considers one of the templates strategies for the elimination of diseases . thus most of the organizations try to use organizational partnership to eliminate organizational risks.

D- Benchmarking: the organization works to make comparison with the organization that have been exposed to one of the risks of environmental infection ,and what are the treatment used by these organizations that can be applied on the infected organization by the same virus . Through internal and external Benchmarking especially strategic benchmarking . it is an organizational process to evaluating alternatives and implementation strategies that have approved its success in partners with whom the strategy organization allied (Rachid and Gulab: 2008, 156).

Through the above ,it is clear that the chameleon organization need urgently to have immune system capable of handling all the infection and organization disease that could catch it as a result of environmental virus that influenced negatively on the work of the organization , this is treated by it's own the organization system . later ,the organization have to be ready to face the environmental dangerous through their own immune system ,by the way what has been reviewed previously on immune regulatory .

7. Ability to disguise and gracefulness of strategic management :

The concept of agility strategy is one of the modern and distinct topics. It has a major role in highlighting the contemporary organization . this is consider impact factor on construction of the organization ,speed ,and accuracy of competitive excellence . This is achieved through continuous production and adaptation with the need of costumers without giving up the vision of the organization . The challenges was in how to coordinate without establishment exhausting hierarchy ? How manage costs without exclusion of imagination and innovation ,but in the quick change business environment has to replaced grace strategic agility instead of a long-term strategic planning and strict strategic . (Ghazali 0.2013: 64) according to the Al-ghazali and two authors (Morgan & Page, 2008), gracefulness of strategic management is a key to the success in the quick change business environment . And they define its as the ability to support and control the sudden changes in order to take advantage from available opportunities of the changing market and this requires marketing knowledge and virtual knowledge ,and also defines the flexibility and speed that gives the Organization the ability to change their work to respond to changes in their markets that include flexibility in

planning and all the other process , response to unexpected changes in market demands and customers especially (Al-Ghazali, 2013: 65). Here ,the chameleon organization will have the ability to disguise from big competitors in the market and trying to move lightly towards the costumers and markets ,without competitors attend to it. This action enabled them to proficiency in agility of strategic movement to face sudden changes and try to overcome at full pelt ,which is generated the ability to adapt its internal situation ,plans ,machinery, and equipments in order to take advantage from current domestic opportunities and hypothetical that may be happen in the future. These characteristics have given the chameleon organization change quickly and agility movement without compromising the internal operations . it mixes between gracefulness of the strategic movement and gracefulness of the manufacturing movement as a movement of machinery, equipment, human capital, which is a flexible layout and the other, in order to access the full flexibility.

Third: theoretical analysis of the study:

After talking about the theoretical side of this study and depending on the scientific methodology, have revealed the following:

1. There is theoretical relationship between the Chameleon organization and the ability to move at 360 degrees. This would give it the ability to fully control the total environment in all directions, knowing any risk that approaching it and prepare to face this threat, whether environmental or competitor.
2. The most important characteristics of the Chameleon Organization is its ability to surprise competition organizations and full control over the competitive environment through information they possess about environment and put its products in a timely and choose the appropriate and wise customer.
3. The Chameleon organization has optimization performance to simulate customers and try to earn them and retain . This requires the ability to perform the required role of the Organization with a high efficiently ,and here it has to play the

role that the customer wants. Or reincarnation the future role that may be in it .

4. Absolute flexibility has a role in enabling the Chameleon organization to shift from state to another , this requires the flexibility of the machines, humans and others to seize opportunities and produce what the customer want .

5. The chameleon Organization has its own mark and can not the other organizations replicated it or reproduced, and even there were another chameleon organizations ,each one will have its special style ,way, and mark in dealing with the environment.

6 - In order to stay the chameleon organization , it must have a natural and acquired immune from the dangers of environmental ,like environmental virus and the ability to face these dangers.

7-the chameleon organization will have the ability to disguise big competitors in the market and trying to move gracefully towards the costumers and markets ,without competitors attend to it. This action enabled her to proficiency in gracefulness of strategic movement to face sudden changes fast . which is generated the ability to adapt its Human and financial plan

Thus, this study has achieved desired objectives, especially those of the main ideas of the Chameleon organization to professionals and interested in organization theory and organizational behavior, so both theoretical and analytical aspects of the study is a response to the intellectual questions appeared with the apperance of the concept of the Chameleon organizational.

Section three

Conclusions and recommendations

This study has resulted a set of theoretical conclusions including:

1. The Chameleon organization is A digital future organization, the organization have to prepare and prepare for the struggle for survival after the Earth has become an area of digital competition.

2. The focus must be on the use of rotational motion and poll the environment at 360 degrees for cautious of the competitors and the environment.

3. the Chameleon organization have to master the role assigned to it in the future by reincarnation and mastery it ,through (past life reading, Retrospective memory. vision prior).

4. The Chameleon Organization have to depend on the flexibility of the materials , machinery ,equipment, plans, people within it , the change in products , change from one product to another , from one market to another , from one brand to another and so on.

5. it to keep its organizational mark , the other organizations can not replicated, transferred or reproduced.

6. Adoption of the Chameleon organization on gracefulness of strategic management from product to product , from customer to another and from one manufacturing process to another without prejudice the totalitarian system of the organization.

7. It have to have an immun able to treat environmental virus and the expected threats in the environment that may be reduce organizational disease.

8. the basically factors for the success of the chameleon organization is a competitor surprise and seize environmental opportunities faster than competitors.

Recommendations:

In the light of the findings of the research from findings of the theory can be formulated a set of recommendations :-

1. All the organizations have to work at the current time to face the coming risk in the future and transition to the digital organization that must be use strategies to help it withstand . from these strategies is preparing to be a chameleon organization .

2- Organization have to pay attention to organizational memory and supplying its with important information and Unimportant , because the organization will need it in the digital future ,this information will call the retrospective memory.

3. Focus on the training of cadres on the future vision and the possibility of translation it for use in the future after development skills on its using.

4- Supply the current organization by certain mechanisms of acquired , natural immunity and how to counter



environmental threats in the future after the immune system has the ability to fight against all types of environmental viruses.5- training of the staff at various levels on playing role as their respective, location and creativity in the process.

6- manufacturing equipment and machines have the ability to shift and product more than one product at the same time and training human resource in order to future hedge

7- depending on the easy locations to change and shift from place to another by gracefully without disrupting the work of the Organization and its products or shift in manufacturing, according to desire of the international customer.

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