What are the main goals of the company marketing essay

Basically, we have discuss among the group and come out with some suggestion in order to start our assignment. After decide the organization and direction of topic that we are going to do, we have divided our group members to do the fact finding in order to find out the problem and produce a new system for the 99 SPEED MART mini markets.

First of all, we need to gather all the requirements from the client through fact findings. We had conducted an interview with the general manager of 99 SPEED MART. We did an observation on the operation of the branches of 99 SPEED MART in SS2 and University Tower. Besides that, we distributed 50 survey forms for the University Malaya students that visited the particular 99 SPEED MART mini markets.

After that, we analyze the information collected and gathered from the fact findings and then come out with the context diagram and data flow diagram (level 0 and 1).

OBSERVATION

Observation is one of the techniques we used to gather information. We have decided to do the data collection at 2 branches of SPEEDMART 99 which are located at the SS2 and University Tower. Following are the result of our observation:

SPEEDMART99 Branch in SS2

Based on our observation, each time the customers do the payment for the item they bought, the cashier will scan the barcode of each of the item, then the system will sum up the item scanned, printing a receipt that consists of the date of transaction, product description, product price and the total

amount of price that the customers need to pay. Averagely, the time for processing each of the transaction ranged from 3 to 5 minutes. The products in the mini market are arranged accordingly based on the category such as the grocery, foods and drinks, accessories and stationery and it is in the order of first in first out, by which the products that have the earlier expiry date will be place first. Compared to the other mini market, the price of the product in SPEEDMART 99 are much cheaper moreover the product quality provided is good. We notice that the target user for this branch are basically the housewives and the working people in which their ages ranges from 30 to 40, aiming to buy for a cheaper product. SPEEDMART 99 in SS2 consists of 4 to 5 staffs to manage their daily operation and the working hours of this branch is from 9am to 9pm.

SPEEDMART99 Branch in University Tower

From what we have observed, the branch in the University Tower is using the same transaction processing system for the payment. Each time items are purchased, a receipt that consists of the date of transaction, product description, product price and the total amount of price will be printed out. Similarly to the branch in SS2, products are placed based on its category and FIFO order is used. The target users are mostly the university student and the local people. However, we notice that the size of branch is much smaller and there only 2 to 4 staff in managing the mart. The working hours of this branch are from 10am to 9pm.

INTERVIEW

Date : 12 February 2010

Time : 2pm

Venue : Main Office 99 Speed Mart-Jalan Kapar, Klang.

Person Interviewed: 99 Speed Mart General Manager, Mr. Quek Teng Hiong

Purposed: To know better the overall process of Purchasing and Ordering System

What are the main goals of the company?

The main goal of this company is to sell the product in the lower price and gain the low profit with the high volume of sales from the consumers in each branch. It means that each product that the company sell in each branch will be cheaper that other companies and sell more in order to earn more. This is because the company always follow the slogan " Near and save", which is able to give convenient to the consumer to purchase the product from the mini market in the places that near their own house area and provide a cheaper price of product to the consumer.

How to manage the company since there are many branches in Malaysia?

Our companies are using the top down method to manage the company. When the administration of the company made the decision, they will announce to the area manager and the area manager will go to every branch and inform the store manager before proceeds to the branches staffs. Normally, the company will use memo, fax or SMS to inform them in each branch.

Who will in charge the purchasing and order the stock from supplier?

Basically, each of the products in this company will be chosen by the purchasing department manager (also have the position of managing director). He will meet with the supplier from many company and get the sampling from each company and use it in order to provide the better service/ product to the consumers after consider many perspectives such as cost, market requirement, quality of the product, long term co-operation, rejected stock services, after sales services and others.

How the company purchase or order the stock since the company has many branches in Malaysia and how to know the quantity of stock left in each branch?

This company is using the Balance Auto Reload System to check and order the stock. This system will run and automatically do the stock check in each branch and send the details of the stock balanced to the main office.

How to the company manage the rejects stocks and stocks wastage?

Normally, the company will do the analysis about the product and the brands that the consumers usually purchased and make the order. For the reject stock, the branches will sent back to the main office and then return it to the supplier factory but it is not advice to do it in our company because the company is using the First in first out (FIFO) concepts. Therefore, the reject stocks are not happening often in this company since the purchasing department try to eliminate the thing happen.

How to record the supplier information since there are around 3000++ products in the company?

For our company, the record of the supplier will be used the Oracle. It will save the information such as the supplier information, product information, logistics information and others.

Can explain the future direction of the company? Does the company prefer online transaction in future?

The company still focuses on the KL area since there are still have a lot of market that may don't know and not going to focus on the international market since we need to do a lot of research on the other countries before have the development on there. Apart from that, the company will also focus more on MIS department in order to control the whole system without the third party. Online transaction is an uncertainty and may happen based on the market requirement and market situation.

SURVEY

Survey on 99 SPEED MART mini markets

We are currently doing a survey for purchasing and selling system of 99 SPEED MART mini markets. Please circle on the alphabet where the situation suits the most.

How often do you go to mini market?

Often

Sometimes

Seldom

Never

What do you think about the speed during payment?

Very fast

Fast

Moderate

Slow

Do you think the foods in the market are fresh?

Yes

No

(i) Do you think goods are reasonable price? (Please answer question (ii) if you have chosen the answer B)

Yes

No

(ii) If not, what are the goods?

Food

Drink

Houseware

Others (Please specify) _____

(i) Have you ever bought any expired food selling in the grocery? (Please answer question (ii) if you have chosen the answer A)

Yes

No

(ii) What type of the expired food is it?

Frozen foods

Drinks

Bread

Others (Please specify) _____

(i) Have you ever experienced the item you would like to purchase is out of stock in the grocery? (Please answer question (ii) if you have chosen the answer A)

Yes

No

(ii) What type of item it is? (You may choose more than one options)

Frozen foods

Drinks

Bread

Stationery

Accessories

Others (Please specify) _____

i) Are you happy with the service during the shopping?((Please answer question (ii) if you have chosen the answer B)

Yes

No

(ii) Please state which parts you not satisfy

A. Cashier

B. Shopping Guide

C. Others (Please specify) _____

How often does the mini market do some promotions?

Always

Not usual

Never

Why do you choose to purchase in this mini market? (You may choose more than 1 option)

Near the residenital area

Near the office

Comfortable environment

Used to go there

Low price

A lof of promotion

Good service offered

Emergency

Other reason (Please specify) _____

Context Diagram DFD for a Purchasing and Selling System

The diagram given above shows the operation of the purchasing and selling system. Every time a customer purchases some items, a receipt will be printed out. The company will order stock from the supplier and make payment to them. The supplier provides the stock to each branch and generates invoices to the company once they received the payment from the company. The rejected stock will be returned to the supplier. Each branch receives the stock provided by the supplier and generates the daily sales report. Then the sales report will be sent to company to enable them to do the analysis.

Diagram 0 DFD for a Purchasing and Selling System

PRINT RECEIPT

SUPPLIER

CUSTOMER

INVOICE

PURCHASE ITEM

1

TRANSACTION

PROVIDE STOCK

RETURN STOCK

PAYMENT

STOCK INFORMATION

PROFIT

D2 STOCK

D1 PROFIT ACCOUNT

AMOUNT OF STOCK

PROFIT INFORMATION

3

STOCK VERIFICATION

2

REPORT GENERATION

GENERATE SALES REPORT

ORDER STOCK

BRANCH

RECEIVE PROFIT REPORT

COMPANY

Diagram 1 DFD for a Purchasing and Selling System

SUPPLIER

RETURN STOCK

INVOICE

PRINT RECEIPT

CUSTOMER

PURCHASE ITEM

PAYMENT RECEIVED

PAYMENT RECEIVED

1. 4

STOCK UPDATING

1. 2

INVOICE PRINTING

STOCK AMOUNT

1. 1

VERYFYING PAYMENT

PAYMENT

D2 STOCK

STOCK UPDATE

PROFIT

3. 3

QUATITY UPDATING

D1 PROFIT ACCOUNT

STOCK INFORMATION

PROFIT INFORMATION

RECEIVED STOCK

3. 2

STOCK CHECKOUT

GENERATE REPORT

2. 1

PROFIT SUMMATION

BRANCH

PROCESS STOCK DENAMND

REPORT

PROVIDE STOCK

3. 1

STOCK DEMAND

2. 2

REPORT GENERATION

ORDER STOCK

RECEIVE PROFIT REPORT

COMPANY