

Jarlberg cheese company essay



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An online printing solution is the kind of opportunity provides a clear solution to a costly and time-wasting reality of modern life. It saves time, frustration, and technological impact. Offering a dual customer solution, the opportunity provides the clients with the ability for bulk-printing solutions and it specify 24hour tailored printing services time whilst allowing customers to maximizes their business time. Future potential for expansion of the brand is significant since the company is going to make use of advancement in modern technology to promote its development activities. Finally advertising and market research opportunities exist on behalf of major retailers.

Detail analysis of the market research and financial projections has been made and clearly shows that opportunity could be successful. Moreover the opportunity is not capital intensive and the business model selected is IT based hence the company has the potential of responding to customer demand. The opportunity is personally attractive as it will allow the use of existing skills to provide a very real solution and make an impact on society whilst providing a sound base for financial success and self fulfillment. 1. 0 Executive Summary Jarlsberg Cheese is a franchise based in Eastern Europe.

Besides offering online printing solutions to our clients also access to customer friendly services. The target group is middle income earners who comprise 80% of the European population. Our other line of business involves identifying problems and offering solution to clients who frequently experience printing problems. We offer a convenient way to quickly produce many kinds of publications.

We also provide categories of documents, accessible in four PC or Mac based programs. You will need the appropriate computer program, the branding standards and access to a printer - preferably color, although black and white reproduction is possible. Mike, P. McKeever. (2007).

1. 1 Mission Jarlsberg Cheese offers its clients with online printing service and solutions, increase customer service and enhance customer loyalty. Service to our customer and gainful growth is our major concern. Aspatore, Jonathan R. (1989). 1.

2 Keys to Success We have identified three particular issues, unique to our model, which are likely to rise Striking favorable agreements with clients and development partners. Capturing market share. While no company entering e-business has established as the main e-business. Jarlsberg Cheese has to access the market in time to secure a market share. Aspatore, Jonathan R.

(1989). 2. 0 Company Summary Jarlsberg Cheese is a new business that looks forward to take advantage on the rapidly growing global market to the internet based service in Eastern Europe. This section has been ignored for long most business players and we highly believe our company will capture the market share. 2. 1 Company Ownership Jarlsberg Cheese is owned privately by its founder Dr.

Eunice Oyulu who hold majority of the shares. There are other four part owners. Neither owns more than 16%, though they actively participate in decision making. Arkebauer, James B. (1995). 2.

2 Start up review \$600, 000 has been invested by the senior management which covers the set-up expenses, and others contributed towards the cash requirements. At this start-up stage, our corporation seeks \$2 million to finance the technology development. Aspatore, Jonathan R. (1989). 2. 3 Company Locations and facilities.

Strength of our company in Eastern Europe where it has centralized itself directly to position to the residential location and social activities which is our main target. Our offices include service departments, showroom area and training area. The company has a pool of attorneys who legal services to our clients at a highly discounted rates and then make up for the subsidies through the volumes. Arkebauer, James B. (1995). 3.

1 Product and Service Description Subscribers pay a certain premium monthly as insurance in the event they need a lawyer for a variety of needs which they select from a line up of packages. They are different needs and pockets. Arkebauer, James B. (1995). 3. 2 Sales Literature The parent company is very supportive; they provide magazines, DVDs and CD for purchase.

We usually change the message of our literature from time to time so that the reputation of our company is raised. Arkebauer, James B. (1995). 3. 3 Future Products and Services We have to remain the best on the peak of new technologies, since this is our cornerstone. There is a need to provide better understanding of cross platform technologies in support of networking.

Arkebauer, James B.(1995). 4. 0 Market Analysis Summary Jarlsberg Cheese Company focuses on small business both locally and internationally, local <https://assignbuster.com/jarlberg-cheese-company-essay/>

market and offices, high focus being on online based business. Market segmentation. Some room for estimates is created by segmentation since our business highly focuses on a small businesses, it's hard to make exact categorization because of inadequate information.

Characteristics of our target market are generally known, but there is no easy classification which fits the available population. Mike, P. McKeever. (2007). Market Research The majority of market research will be conducted personally in order to advertise the new company and forge a bond with the local community.

This will be centred around questionnaires and interviews with consumers as well as meetings with the council and retailers. The aim is to work with the stakeholders to maximize the chances of meeting and exceeding customer expectations. Personal contact with the stakeholders will be continued indefinitely so as to ensure that the products provided remain superior to the competition and in order to maximize the positive standing within the community. www.

smallbusinessstransitions. com