

Firm research research paper example

[Business](#), [Company](#)



\n[[toc title="Table of Contents"](#)]\n

\n \t

1. [Woman-owned](#) \n \t
2. [Federal Business Opportunities](#) \n \t
3. [Current strategies](#) \n \t
4. [SWOT Analysis](#) \n \t
5. [Action Plan](#) \n \t
6. [Evaluation](#) \n \t
7. [Execution](#) \n \t
8. [References](#) \n

\n[/toc]\n \n

Woman-owned

Description

Maggie Mix Bakery sets to be a small business to be done at home with a possibility of expanding to a limited liability corporation (LLC) in the near future. The business seeks to offer the freshest and natural ingredients of highest quality towards manufacturing of organic cupcakes plus the specialized breads while also ensuring that the targeted customers requiring vegan, gluten free, or sugar free among other specifications is provided. The firm has been on the operational for many years' hence marginal experience and foundation to meet the set federal procurement specifications. Through the embraced recycled and biodegradable approach embraced by the firm ensures that the business coexists favorably with some of the leading bakery companies while setting a unique approach on environmental preservation.

The firm is centered on embracing the growing needs and also demands for the healthy choices on the baked products with no sugary ingredients as offered by some of the leading companies in the industry. Healthy and quality are the core values that defines the products and services offered by the firm.

Federal Business Opportunities

The federal government avails different opportunities on procurement for the women-owned business. Based on the women-owned business program depicts best faith effort aimed at increasing the procurement from the women-owned businesses through apprising them with the opportunities towards bidding on the solicitations. Based on the federal government-wide 5% contracting objective is availed for the small women-owned businesses. OSDDBU avails efforts aimed at advising women business owners on contracting plus a requisite for the agencies to actively encourage the prime contractors to engage women-owned small business as subcontractors (APTAC, 2014). The federal government avails the clause for contracts that are valued as \$100, 000 or more towards achieving the proffered objectives (APTAC, 2014).

Current strategies

The firm is founded under different objectives that it aims at achieving in relation to the set mission. The specific mission of the business is largely determined by the set objectives where the health of our customers forms the core aspect on the mission. The firm seeks to present the targeted customers with a unique product providing a different taste aligning with the

set objectives. Through ensuring that the health standards are maintained through the manufacturing and the packaging process, the firm also seeks to integrate some of the environmental standards to align with the increasing public concerns on the issue. The intensive and extensive online marketing approach that the firm is aimed at implementing is aimed at providing them with the essential information on the products and the services that the firm seeks to offer. The business also seeks to extend the respective services aimed at offering the targeted local customers plus some of the celebrations. The maximization on effectiveness on the firm is aimed at ensuring that quality and world class service is provided to the customers. The firm tends to incorporate some of the important resources that are aimed at ensuring that the set business objectives are achieved. Through increasing and maintaining our high customer's satisfaction towards increasing on the consumer's loyalty. The essences of these undertakings are aimed at ensuring high percent on the market share on the targeted market while also ensuring consumer retention. The firm is also positioned aimed at offering the quality and the health cakes to the targeted consumers. The adoption of healthy standards on the products by the firms is aimed at ensuring that the customers are provided with more than the normal products. The approach is essential in relation to the set business objectives on ensuring high customer satisfaction and retention. Increasing or diversifying the markets based on the quality of the products availed to the customers is another objective that the form is based. Maggie Mix Bakery ensures that via gracing on every occasion through a memorable taste, our customers forms the forefront of the business values and mission.

The uniqueness on design as availed on the colors of the products based on the ingredients is aimed at enhancing competitiveness. The competitive prices on the products and services are aimed at ensuring value and interest towards achieving the set customer needs. Through segmentation of the market in relation to the targeted consumers, the firm ensures that every consumer receives the magical touch attached to our products and services.

SWOT Analysis

Gap Analysis

Based on the proffered analysis the business has not fully explored the opportunities within the market such as the wide market, possible increase in sales through increase in production, Segmentation and increased in marketing strategies, and creating a competitive market. This gaps facilitates the proffer threats such as; competition from the new entrants, competition from some of the existing products and the possible increase in the price of production products. However, through the following federal procurement process, the business can be able to fill the established gaps.

Action Plan

System for Award Management Profile (SAM)

Based on the availed business objectives and the strategies above, the firm provides unique aspects that largely depict the need for the federal government to reward the firm on procurement opportunities. The opportunity is to enable the firm access more capital for expansion and accessing wider market.

Evaluation

The firm has the capacity and the capability to execute the provided procurement opportunity by the federal government towards achieving the set objectives.

Execution

The firm will submit a bid with the set rules and regulations by the federal government towards ensuring the set standards are achieved. Such rules also align with the provided timeframe in relation to creating a competitive edge for future considerations.

References

- Reynolds, Matthew, (2008). " Bakeries appeal to discerning customers." Modern Bakery. Penton Media, Inc., 1 Nov 2008. Web. 21 Nov 2011. http://modernbaking.com/foodservice_baking/bakeries_appeal_discerning_1108/.
- Webb, C. and Owens, G. W. (2003) Milling and flour quality. In: Breadmaking: Improving Quality (ed. S. P. Cauvain), pp. 200–219. Woodhead Publishing, Cambridge.
- Wilde, P. (2003) Foam formation in dough and bread quality. In: Breadmaking: Improving Quality (ed. S. P. Cauvain), pp. 321–51. Woodhead Publishing Ltd., Cambridge.
- APTAC (2014) – Association of Procurement Technical Assistance Centers