

Marketing assignment

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It is the pride of every employee. Investor, trade partner and stakeholder.

Objectives/ goals Lucky Me We are an organization of happy and creative people striving for excellence and committed to uplift the lives of all whom we serve. We are a food company most admire for its agility and innovation for being number one To know the process of making noodles. To determine how strong and competitive we are in the market. 2.

How do they plan to achieve their mission, vision, and objectives or goals?

Gardenia Gardenia believes strongly in making sure that our consumers always get the finest quality and freshest bread. Gardenia's freshly baked bread can be found around the clock, from provision shops and convenience stores to supermarkets, hypermarkets and even hospitals and schools. Our efficient sales and delivery teams ensure daily bread delivery to some 3000 retail outlets in Singapore come rain or shine.

Faced with the challenge of an increasingly competitive bread market and a steady and continuing growth in demand for healthy bread due to lifestyle preferences and greater consumer sophistication, Gardenia's Research & Development team constantly strives to come up with new products through a careful process of rigorous adaptation and trial with in-depth taste testing and feedback from the public.

Gardenia will continue to propel the bread market forward by setting new standards in being the first in the industry to introduce better Quality Control team who helps ensure that only the best quality and freshest bread goes to our consumers daily. Consumers can always be assured of Gardenia's commitment to quality and freshness. Greater efficiency achieved through

the installation of high-speed instant noodle production lines. Lucky me lower distribution costs and exclusive sale contracts with tillers. Worldwide presence of brand. Continuously proposing new product based on technical breakthrough. 3.

Describe their production and control process. A) Production Process

Automatic blending- the production process begins with a computerized blending of the exact amount of quality ingredients needed. This helps to ensure equal goodness in every loaf. ; Production of sponge mix- the especially formulated gardenia enriched flour, purified water, yeast, vitamins and minerals are added together to form the sponge which is released into a trough. Fermentation room- the sponge dough is then kept in the fermentation room, under controlled temperature and humidity for 4 hrs. So that carbon dioxide is released and the sponge can rise.

This fermentation process can help the sponge to develop a unique Gardenia bread texture, aroma, and taste. ; Production of dough mix- the sponge is mixed again with other ingredients to form dough. Depending on the type of bread to be baked, these can include skimmed milk powder, vegetable shortening, wheat germ, bran, malt, or honey. ; Divider- the dough is then divided into the required weight for each loaf and conveyed too rounder. Rounder- each piece of dough is kneaded so that carbon dioxide is trapped and the bread can develop a soft texture when it is baked. Check higher- pieces that are over or under the required weight are automatically rejected. ; Intermediate proofer- the dough is then left to rest in the intermediate proofer for 10 minutes before being molded and placed to a baking pan. ; Molder- the dough is shaped according to the desired

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configuration and then automatically placed on pans. ; Automatic licker- the pans are licked automatically to give the bread its uniform rectangular shape. Final proofer- the yeast is allowed to rise further under controlled humidity and temperature.

Once the dough is risen to the desired height, it is finally ready for baking. ;

Tunnel oven- breads are baked for about 20 minutes at a temperature of approximately 200 degree Celsius in the state- of- the- art tunnel oven. ;

Automatic deliver and deplaned- hot from the oven, freshly baked loaves are then removed by vacuum junction before being conveyed to bread cooler. ;

Bread cooler- can hold up to 8000 loaves of bread per hour. The freshly baked and hot bread loaves need to be put in the cooler for about an hour until slightly above room temperature before it is ready for packing.

Automatic slices and bagger- when the loaves are sufficiently in attractive Gardenia packaging mechanically sealed with kiwi-looks tags that are printed with the use- by dates. ; Daily delivery b) Control process Annual-plan control

The basis of annual-plan control is managerial objectives-?? that is to say, specific goals, such as sales and profitability that are established on a monthly or quarterly basis. Organizations use five tools to monitor plan performance. The first is sales analysis, in which sales goals are compared with actual sales and discrepancies are explained or accounted for.

It comprises at least five performance gauging tools: I. Sales analysis II. Market-share III. Expense-to-sales analysis ' V. Financial analysis V. Customer satisfaction Profitability control and efficiency control allow a company to closely monitor its sales, profits, and expenditures. Profitability control demonstrates the relative profit- earning capacity of a company's different

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products and consumer groups. Companies are frequently surprised to find that a small percentage of their products and customers contribute to a large percentage of their profits.

Efficiency control involves micro-level analysis of the various elements of the marketing mix, including sales force, advertising, sales promotion, and distribution. For example, to understand its sales-force efficiency, a company may keep track of how many sales calls a representative makes each day, how long each call lasts, and how much each call costs and generates in revenue. Strategic control processes allow managers to evaluate a company's marketing program from a critical long-term perspective.