

# Brownies cakes history and nowadays

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Brownies became popular across America beginning in the sass. Today, a search in the internet can discover over 100, 000 brownie recipes. The variations seem endless, containing everything from candy to coffee beans (Blitz, 2014). As a new variation, the company presents a new taste of brownies having Morning Leafier or better known as Malagasy as the flavor because of its growing popularity and relevance. Malagasy is a popular backyard plant in the Philippines.

It is once known as a poor man's vegetable, but is now garnering international attention as a "superegos" of miracle tree" with its proven nutritional value and many uses (Gasman, 2013). This product intends to offer people a healthy lifestyle featuring the extra benefits and nutritional values of the said plant, for this product will be presented as a food supplement to children, teenagers and adults. Studies show that the Malagasy plant is widely used as herbal medicine for a number of illness and other practical uses.

Malagasy is known as a very nutritious plant, where it is used to combat malnutrition in third world countries especially for infants and mothers, and also as having antimicrobial, antibacterial, anti fungal repertories (AN & Part, 2003). These studies prove the effectiveness of the plant and its great help to people's health that is why this plant was chosen as the new flavor of the brownies. Nowadays, people are looking for differences and distinctions between products and so, companies are challenged in developing new products for people.

This product is a solution to people who needs food supplements, but do not want to take the usual medication like in the forms of capsules, syrups, etc. This company is working to offer food supplements in the form of Malagasy brownies. People, who will avail the said product, will get to have the all-time favorite dessert, the brownies plus take pleasure in and have the benefits of the very nutritious Malagasy plant. Thus, the Morning Leafier or Malagasy plant is chosen as the raw material of the product which is food supplements in the form of brownies.

This product will be offered to suit the needs of people who are in need of help to their health featuring the nutritional values and many benefits of Malagasy. REFERENCES Blitz, I. (25 June 2014). Failed Cake toFamilyFavorite: Brownie History. Retrieved from [http://www. Prepares.](http://www.Prepare.Org/Assets/files/Brownie_Recipe_Handout.PDF)

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**BUSINESS DESCRIPTION** The main purpose of the business is to provide a healthy lifestyle and living in the present generation specifically to children with ages 7-12, teenagers 13-19 and adults tit ages 20 and above. The company will provide food supplements in the form of Morning Leafier or Malagasy brownies as the products. These brownies will offer the unique benefits and nutritional values of Malagasy leaves and plant to health.

To be able to produce the product, the company will be offering a partnership to the Malagasy Plantation in Apace, Nag City. This plantation will provide the Malagasy plant as the main ingredient or raw material of the brownies as food supplements. The partnership will be having 70% of the revenues for our company and the engaging 30% for the Malagasy Plantation. The Cacao Farm and Industries will also be another supplier for our company. The company will be management. Under this, there will be subgroups such as the Financial, Operational and Human Resources departments.

The Malagasy Plantation will be the head for the Operational department and under them is the Cacao Farm and Industries together with the other suppliers. Job Descriptions: General Manager The general manager conducts and administers the overall undertaking in the business. The general manager will ask for the reports and updates from the line managers regarding the business dealings delegated to each of them. Checking the performance of all the managers is also a duty of the general manager.

The general manager will also help draw ideas and thoughts together with the other managers to come up with a rational, agreed result in order to achieve the company's objectives. Financial Manager The financial manager is in charge with the overall financial affairs of the business. He identifies costs relating to the business. He keeps the book of accounts and monthly reports. He is also in charge in the preparation of the financial statement. Productions and Operations Manager The productions and operations

manager has the task of buying the needed ingredients for the production of the products.

He is also commissioned to make an inventory system. He is involved with the planning, coordination and control of manufacturing processes. He ensures that goods and services are produced efficiently and that the correct amount is produced at the right cost and level of quality. Sales and Marketing Manager The sales manager has the task of monitoring the sales. He is also tasked with the costs needed in making long-term plans for the business. He furthermore studies and analyses the changes in the market trend and come up with appropriate innovations in the product that will suit customer's taste and preferences.

The sales manager studies and reports the supply and demand trends in the business. The marketing manager is in charge of formulating strategies to improve public relations. He also makes a wide campaign via calling cards, referrals of the baked products to make the business recognized. He is also asks for comments, makes surveys from customers and develops strategies to meet their expectations. Human Resources Manager Human resources manager develops, advises on and implements policies relating to the effective use of personnel within an organization.

His aim is to ensure that the organization employs the right balance of staff in terms of skills and experience, and that training and development opportunities are available to employees to enhance their performance and achieve the employer's business aims. In the present times, the company will just be proposing the Malagasy brownies, but will not be limited to it in

the near future. The company will be extending their reduces in terms of new flavors for the brownies or new forms of the Malagasy food supplements.

Product development and innovation will be used as marketing strategies of the company depending on the sales and opinions or feedback from the people. The company will do research to give the customers their satisfaction. At the end of the year, the company is tasked to have paid the liabilities from the capital. The company must also seek to improve the lifestyles of people as its main purpose and must have provided positive comments and effects to people who will avail the product. OPERATIONAL PLAN The business will communicate with the customers through direct selling or house- to-house selling or person-to-person selling.

The company aims to provide the customers an easy way of reaching the product. Another way to promote the product is through the use of social mediasuch as Faceable, Twitter and other websites. Customers are free to contact the company regarding the product or send an email to our official page. The pricing strategy will be based on the materials used and each will cost 25 pesos and a box of 12 will cost 290 pesos (A 3-percent discount is offered). The product does not look like the usual brownies which shapes as square or rectangle, but will be circular in appearance or will look like cupcakes.

Customers will be given the chance to avail membership worth 3, 000 pesos as an initial payment and will have certain discounts and other benefits. For those who will avail the membership, they will have an additional two boxes of the products for one year. The company plans to a consignment for our

product to different stores in Nag City particularly in terminals, cafeteria, canteens and eateries. But, the business intends to operate primarily by accepting orders from customers through mobile, e-mail and other means of communication.