

New york city

Business



She will gain more clients from it so more client more sales mean more profit. And for Hazel to maintain a good relationship with her client she must offer lower prices but with high quality of work, she must also have a regular... Home-Style Cookies. Read the “ Home-style Cookies” case study below.

Answer questions 1-7 in a two to four (2-4) page PAP style paper. Your paper should be In paragraph form (avoid the use of bullet points), and supported with the concepts outline In your text I née company I née Baking company Is located In a mall town in New York State.

The bakery is run by two brothers. The company employs fewer than 200 people, mainly blue-collar workers, and the atmosphere is informal. The Product The company’s only product is soft cookies, of which it makes over 50 varieties. Larger companies, such as Nabisco, Sunshine, and Cobbler, have traditionally produced biscuit cookies, in which most of the water has been baked out, resulting in crisp cookies.

The cookies have no additives or preservatives. The high quality of the cookies has enabled the company to develop a strong market ice for its product.

The Customers The cookies are sold in convenience stores and supermarkets throughout New York, Connecticut, and New Jersey. The company markets its cookies as “ good food”- no additives or preservatives – and this appeals to a health-conscious segment of the market. Many customers are over 45 years of age, and prefer a cookie that is soft and not too sweet.

Parents with young children also buy the cookies. The Production Process
The company has two continuous band ovens that it uses to bake the cookies. The production process is called a batch processing system.

It begins as soon as management gets orders from distributors. These orders are used to schedule production.

At the start of each shift, a list of the cookies to be made that day is delivered to the person in charge of mixing. That person checks a master list, which indicates the ingredients needed for each type of cookie, and enters that information into the computer. The computer then determines the amount of each ingredient needed, according to the quantity of cookies ordered, and relays that information to...