

# [Espresso machines essay sample](https://assignbuster.com/espresso-machines-essay-sample/)

[](https://assignbuster.com/)[Business](https://assignbuster.com/essay-subjects/business/), [Branding](https://assignbuster.com/essay-subjects/business/branding/)

MacVille is the top bulk importer of espresso machines in the market Head office is located in Brisbane   
Company is dedicated to provide customers with the top of the line products, astonishing service with reasonable prices A new branch in Sydney is to be launch to run into the productivity, reliability, and sustainability needs of the customers ORGANIZATIONAL OBJECTIVES

Diminution in in carbon footprint by 15% within the next 2 years. Care to the environment through recycling, reuse, and reduction of our waste. Reduction in transport costs and large acquisition of machines. Escalate long term shareholder value.

Vision and Mission   
To propose espresso coffee machines that convenes the efficiency, reliability and sustainability requirements of the café customers whom we can make benefit of the company’s profits so that the company’s stakeholders and the communities in which the company operates are able to succeed. STRATEGIC DIRECTION

To escalate profit edge by 5% from our benchmark in the next 2 years. To launch the MacVille brand recognition in our key markets in the next 4 years RESPONSIBILITIES   
To increase profit by 5% from the 2010 benchmark in the next 5 years To establish the MacVille brand recognition in key markets for the next 4 years Roles and Responsibilities   
Accounts Manager   
Reports to general manager   
Credit control   
Maintenance of the accounts receivable   
Internal control system   
Preparation of budget   
Warehouse Manager   
Reports to general manager   
Documentary accuracy   
Maintaining safe storage   
Roles and Responsibilities   
Maintenance Manager   
Reports to general manager   
Timely maintenance of customer machine complaints   
Coordinate regular maintenance programs   
Ensure safety of operations   
Spare parts management   
General Manager   
Report to the CEO   
Would be expected to provide creative leadership for the administration, coordination and management of the new venture in consistent with the strategic direction Ethical behaviours by employees

All the policies are held according to the workplace Health and Safety instructions Procedures are followed by non-discrimination act.   
Payroll tax is based on state based tax according to the state legislation MacVille Values and Ethics   
Respect and Equality   
Customer Satisfaction   
Maintaining Stakeholder relationship   
Individual growth can lead to organisational growth   
Management Expectation   
Provide customers with high quality product   
Provide extraordinary service   
Offer competitive price   
Able to get results   
Expand the business   
Able to meet legislative and compliance issues