

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

[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