

Espresso machines essay sample

[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

MacVile 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