

Management critique essay

[Business](#), [Management](#)



Executive summary: This report will explore more about organizational environment including external environment and internal environment. Mission statement is one of the elements that made up the internal environment. Mission statement should also consider some concepts in order to be effective mission statement. Titanic is a Thailand concept restaurant and was established in 2014, which is located in one of Jakarta's most crowded spot, PICK(Piñata India Kaput).

The target market for Titanic is people who has never tasted Thailand food before and have the curiosity for tasting Thai food, also we are looking for people who are already familiar and in love with Thai sullen.

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This report will explore more about organizational environment including external environment and internal environment. The mega environment has five major elements ; technological, economic, legal-political, coloratura, and International. Task environment elements Includes; customer and clients, competitors, suppliers, elements that made up the internal environment. A good mission statement should also consider about the customers, products/services, location and philosophy.

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target market for Titanic is people who has never tasted Thailand food before and have the curiosity for tasting Thai food, also we are looking for people who are already familiar and in love with Thai cuisine. What is organizational environment Organizational environment is a set of forces surrounding an organization it may affect its operation and access to scarce resources. Organizational environment consist of both internal and external environment . . 0 Mega Environment Mega environment is the broad conditions and trends in the society with which the organization operates. Mega Environment has five major elements: technological , economic, coloratura , legal-political, and international. 3. 1 Technological Element Online orders, has been a very efficient innovation lately as it enable users to efficiently order their products from the convenience of their own computer. Titanic offer people with online ordering and free delivery, Titanic has an aim of satisfying their customer with good service .

Titanic was located in PICK because the area is crowded and many people go to pick, mostly teenagers and families. Organization basic beliefs, values, aspiration and philosophical priorities. Beside customers, products, locations, philosophy, organization should also concern for public image, and concern for employees. 5. 0 conclusion in conclusion, this report shows organizational environment both the internal and external environment and their mission statements. To be an effective mission statement organization must consider on few things like customer, location, philosophy, products, etc. Sat but not least all business activities have an impact on their stakeholders.

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