

Le petit chef

Business, Management



Le Petit Chef There are a number of notable elements related to Le Petit Chef's Project and Execution process. The simple process is effective in a number of ways. Rather than complicating the nature of production selection a general understanding of customer needs is gathered. This selection is then developed through the organization's developers into a product design, with the most effective design chosen. While this process is efficient it's clear that it might not go far enough in terms of product selection. The current process is minimal in that it does not incorporate advanced statistical means of gauging customer needs, which would permit the company to better target specific areas of concern. Another shortcoming of the process is the understanding that in taking the lead entirely from customer need the organization is not going far enough in establishing innovative product design. Instead product selection and execution should more strongly emphasize innovate product design. Another prominent concern regarding Le Petit Chef is whether to expand beyond microwave production. In these regards, it's necessary to expand beyond solely microwave production. As the company has already established market share through microwaves, it follows they should build on this and produce similar cooking products. In terms of specific products, the company could design portable grills, toaster ovens, and even large-scale utilities such as ovens or outdoor grills.