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Situation Analysis

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Operability And Management
 - Role of Decision
 - Control
 - Strategic Management Team

Current Strategy
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 - Sell High quality products
 - Old fashion of accounting
 - High Quality of service
 - Maintain traditional values
 - High quality of products
 - Employees maintain knowledge
 - Sell 20 percent wholesale
 - Credit level contracts

Mission of the company
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 - Customers in quality
 - Strong quality value
 - Traditional company value
 - Maintain brand heritage

S.W.O.T

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<p>Strengths Thecasesolutions.com -Long Business History -High Quality Product -Good Customer Service</p>	<p>Weaknesses -Heritage Image inc. packaging -Poor demand forecasting -Inefficient product planning -No measures of productivity</p>
<p>Opportunities -Online Business -Organic Product Market</p>	<p>Threats -Limited Targets -Increase in Competitors</p>

Problem Statement

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Traditional Company

- Packaging
- Manufacturing
- Accounting

Selling strategy

- Wholesale
- Marketing

The Chocolate Factory (B): 'Sold for 20p' Case Solution



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- Issues for the Case**
- Management Information System**
- Decision Criteria**
- Options**
- Implementation Plan**

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The Chocolate Factory (B): 'Sold for 20p' Case Solution



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Situation Analysis



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Ownership And Management

- Board of Directors
- President
- Senior Management Team

Current Strategy

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- Sell high quality products
- Old fashioned accounting
 - Batch Manufacturing
- Maintain traditional values
 - Maintain Brand integrity
- Employees resistant to change
 - Sell 30 percent wholesale
 - Create loyal customers

Mission of the company

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- Commitment to quality
- Strong family values
- Increase company size
- Maintain Brand integrity

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Strengths

- Thecasesolutions.com**
- Long Business History
- High Quality Product
- Good Customer Service

Weaknesses

- Heritage Image inc. packaging
- Poor demand forecasting
- Inefficient product planning
- No measures of productivity

Opportunities

- Online Business
- Organic Product Market

Threats

- Limited Targets
- Increase in Competitors



Strengths

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-Long Business History

-High Quality Product

-Good Customer Service