

Kulicke and Soffa
Industries, Inc., in China:
Transferring Knowledge (A)
and (B) (Abridged)
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### Introduction

- Bakemasters Inc. started operating since 2005.
- It is an established top of the line manufacturing facility.
- Located in an industrial estate, the AFP-RSBS Industrial Park at Taguig City.
- Manufactures frozen dough and baked products, cakes and dessert.
- An exclusive supplier of raw materials for Shakey's that they'll need in making pizza crusts.

# Marketing

#### **Promotions**

- The Bakemaster will make a website and all the basic information about Bakemaster ( Nature of the business, contact, product, location)
- The Bakemaster will make some print ads like magazine
- The Bakemaster will call some businesses that serves any related in baking products which the Bakemaster will inform about the their nature of business.

#### **Product Development**

- Will make some new variety of bread and pastries.
- Adding some new product line that can offer to the clients.

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## **Financial**

As for the employee, BakeMaster Inc will hire marketing employee for the implementation of the strategy. The finance department will provide a budget that cost a twelve thousand every month and it will cover if the employee gets an additional client for the company to increase the total sales.

As for the promotion, BakeMaster Inc. will advertise through print ads by magazine (e.g. YES Magazine , YUMMY Magazine) that is based here in the philippines. The finance department will provide a budget that will cost of the following:

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# Proposal Vision and Mission

#### **Mission**

To provide high quality product of breads and pastry products. To ensure that the product is safe and maintain the quality of the product that will satisfy to our clients.

#### **Vision**

To become the most preferred supplier of high quality breads and baking materials that will serve the majority of business that has a necessity of our product in the country.

# Business Goals And Objectives

#### Goals:

- 1. To attract, retain, and motivate our markets
- 2. To remain competitive inside the industry.
- 3. To be substantial about the inconsistent price of raw

#### Objectives:

- 1. Develop a new product for our existing markets and to new markets.
- 2. Leverage the advertising effort of the company to capture a larger portion of market in the industry.
- 3. To get the latest technology that will help the production of the company.

## Proposed Corporate/ Business Strategy

#### Corporate Strategy

Single Business/Concentration

In order to achieve the vision and followed accordingly the mission we used the Concentration strategies because we only focus in one market which is businesses that serve breads as their product line.

### Business Strategy

#### Internal Growth Strategies

The Balamaster Inc. will use only the market penetration and product development. We did not include the market development because we only concentrate on one market which those business that produce bread and pastries.

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The Baterinate Inc. will focus or improving the advertising attitudes to improving the advertising attitudes to choose market sugment. As part of advertising the flashermater will create its very core Website. The votable will show our available products its prices, and other research information to potential claims of the control of

#### Promotional Strategies

Since the table-matter clears't halfary personation efforts. The Baltermadorwill make a website about their basic background of of business or nature of basicess, locations of the Baltermater. Baltermater. The Baltermater will also make some pirit ads in the magnitive and The Baltermater will also for the Baltermater will also make some pirit ads in the magnitive and The Baltermater will also for the Baltermater will a

#### Artisan bread and European bread using this they will have the edge among their competitors, with this help of the technologies it reduces the cost of the Bakernaster with this same high quality they produce.

# Comparative Strength Assessment (Competitive Profile Matrix)

		Bakemaster		Julie's Bakeshop		Gardenia		Lemon Square		Goldilocks		Red Ribbon	
Crictical Success Factors	Weight	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating
Brand Reputation	0.1	3	0.3	2	0.2	4	0.4	3	0.3	4	0.4	3	0.3
Product Differentiation	0.15	4	0.6	3	0.45	2	0.3	4	0.15	3	0.45	3	0.45
Market Share	0.09	2	0.18	3	0.27	3	0.27	3	0.27	3	0.27	3	0.27
Variety of Products	0.09	3	0.27	4	0.36	3	0.27	4	0.27	3	0.27	3	0.27
Customer Satisfaction	0.12	4	0.48	3	0.36	3	0.36	3	0.38	4	0.48	3	0.38
Production Capacity	0.13	3	0.39	3	0.39	3	0.39	3	0.39	3	0.39	3	0.39
Product Design	0.05	3	0.15	2	0.1	3	0.15	3	0.15	3	0.15	3	0.15
Technology used	0.17	4	0.68	3	0.51	4	0.68	4	0.68	4	0.68	3	0.51
Saritary condition	0.1	3	0.3	3	0.3	4	0.4	3	0.3	3	0.3	4	0.4
TOTAL			3.35		2.94		3.22		2.87		3.39		3.1