

Situation Analysis

Ownership And Management

- Board of Directors
- President
- Senior Management Team

Current Strategy

- Sell High quality products
- Offer excellent customer service
- Focus on Manufacturing
- Maintain excellent relations with Suppliers
- Expand production to large
- Sell 30 percent of shares
- Create loyal customers

Mission of the company

- Customers in quality
- Strong quality values
- Increase company size
- Increase to 100 targets

S.W.O.T

Strengths

- 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

Problem Statement

Traditional Company

- Packaging
- Manufacturing
- Accounting

Selling strategy

- Wholesale
- Marketing

ACME Chocolate Co



Min Kim
Andrew Blackmon
Aiden Brine

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Expand to
New Areas



ACME Chocolate Co



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