

Biosonics Incorporated Bakemaster's Incorporated

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.

Functional Area Strategies

Marketing

Financial

Information Management

Human Resource Program

External Analysis

Industry definition and Overview

Industry Analysis

Market Analysis

Assessment of Industry Attractiveness

Strategy Formulation

Proposed Vision and Mission

Proposed Corporate/Business Strategy

Business Goals And Objectives

Internal Analysis

Nature of the Business

Value Chain Analysis

Financial Analysis

Strength and Weaknesses/CFR Matrix

Operational Strategy / Business Strategy Matrix

Value, Ethics and Corporate Social Responsibility / Shared Practices

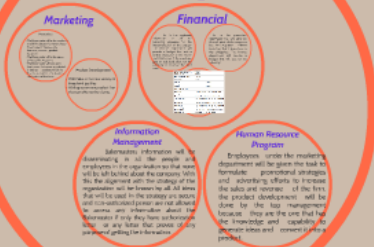
Evaluation of Present Corporate Strategy / Business Strategy

Biosonics Incorporated Bakemaster's Incorporated

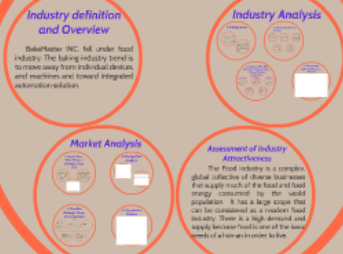
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Functional Area Strategies



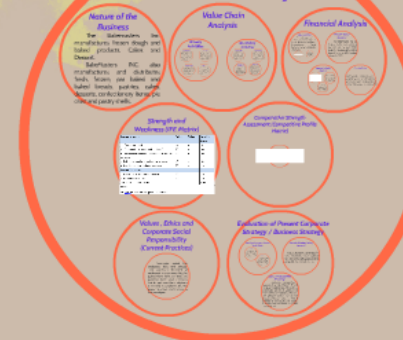
External Analysis



Strategy Formulation



Internal Analysis





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