

Nuware Incorporation 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.

External Analysis

Industry definition and Overview

Bakemaster INC. fall under food industry. The baking industry tend to be most away from individual devices and machines and toward integrated automation solution.

Industry Analysis

Market Analysis

Assessment of Industry Attractiveness

The Food industry is a complex, global collection of diverse businesses that supply much of the food and food energy consumed by the world population. It has a large scope that can be considered as a market food industry. There is a high demand and supply because food is one of the basic needs of all human under to live.

Internal Analysis

Nature of the Business

The organization in manufacturing have high use labor product, Galle and Olong.

Bakemaster INC. also manufacturing and distribute high, variety use baked and baked product, and no single items, manufacturing have an different variety staff.

Value Chain Analysis

Financial Analysis

Strength and Weakness (SW) Analysis

Competitive Strength Assessment (Relative Performance)

Values, Ethics and Corporate Social Responsibility (Economic Practices)

Evaluation of Present Corporate Strategy / Business Strategy

Functional Area Strategies

Marketing

Financial

Information Management

Management information will be determining in all the service and activities in the organization that will be an effective about the resources, with the support with the strategy of the organization will be easier to do all those that will be used in the strategy an issue and in restricted manner will be allowed to access any information about the movement of any any have exchange with or any later that process of the business getting the direction.

Human Resource Program

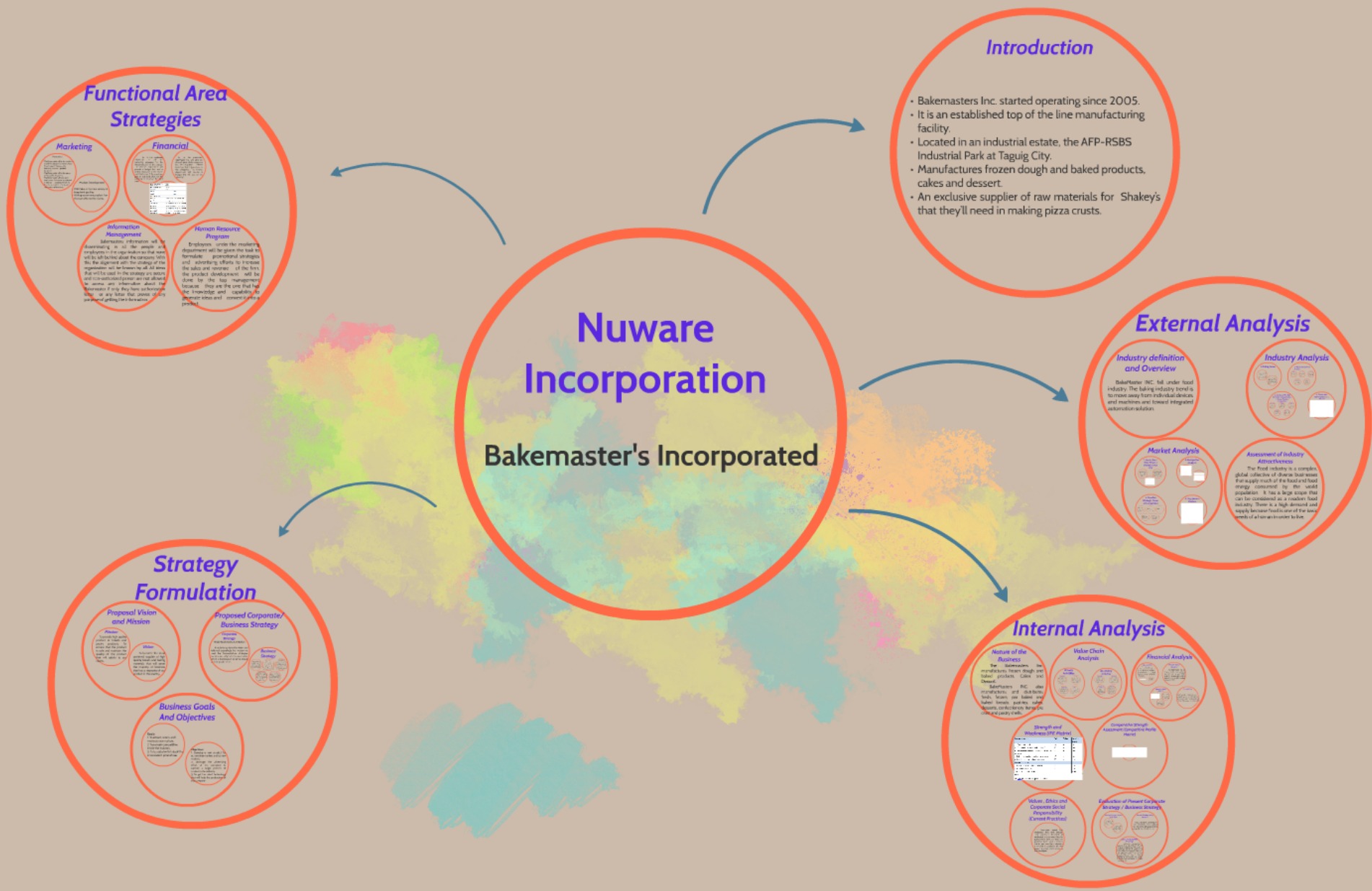
Employees under the recruiting department will be given the task to formulate a general strategy and advertising efforts to increase the sales and revenue. If the first the product development will be done for the top management because they are the one that led the knowledge and capability of employees and resources of a product.

Strategy Formulation

Proposed Vision and Mission

Proposed Corporate/Business Strategy

Business Goals And Objectives



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Strategy and Weakness/Strengths

Operational Strategy

Values, Ethics and Corporate Social Responsibility

Evaluation of Present Corporate Strategy / Business Strategy

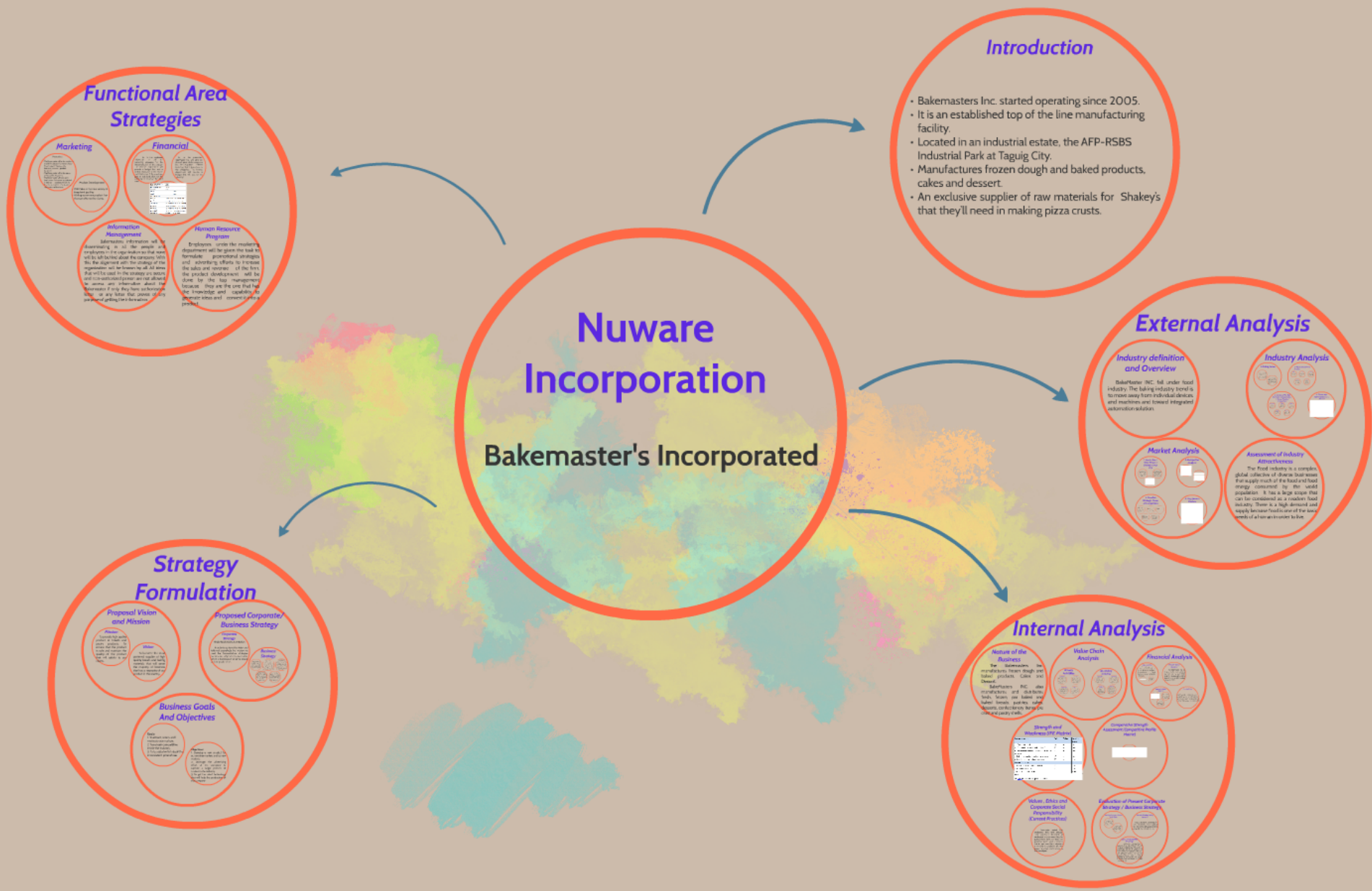


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Corporate Social Responsibility / Business Strategy

Values, Ethics and Corporate Social Responsibility / Shared Practices

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