

Mars, Incorporated

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Introduction

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- 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 food industry tends to move 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 to survive to live.

Internal Analysis

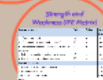
Nature of the Business

The Bakemaster Inc. manufactures frozen dough and baked products, cakes and dessert.

Value Chain Analysis



Financial Analysis



Functional Area Strategies

Marketing

Marketing strategy is a plan that outlines the company's approach to identifying, anticipating, and satisfying customer requirements profitably. It involves understanding the market, identifying target segments, and developing a mix of products, prices, promotion, and place.

Financial

Financial strategy is a plan that outlines the company's approach to managing its financial resources. It involves understanding the company's financial position, identifying opportunities for growth, and developing a mix of investments, financing, and distribution.

Information Management

Information management strategy is a plan that outlines the company's approach to managing its information resources. It involves understanding the company's information needs, identifying opportunities for growth, and developing a mix of investments, financing, and distribution.

Human Resource Program

Human resource program strategy is a plan that outlines the company's approach to managing its human resources. It involves understanding the company's human resource needs, identifying opportunities for growth, and developing a mix of investments, financing, and distribution.

Strategy Formulation

Proposed Vision and Mission

Vision: To be the leading provider of high-quality, innovative frozen dough and baked products in the Philippines and Southeast Asia.

Mission: To provide our customers with the highest quality products, exceptional customer service, and sustainable business practices.

Proposed Corporate/Business Strategy

Corporate Strategy: Diversification into related businesses to create synergies and increase profitability.

Business Strategy: Focus on product differentiation and customer service to gain a competitive advantage.

Business Goals And Objectives

Short-term goals: Increase sales by 10% in the next 6 months.

Long-term goals: Achieve a market share of 15% in the frozen dough market by 2025.



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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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Information

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.

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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.

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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 Bakemaster 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.

Market Penetration

The Bakemaster Inc. will focus on improving the advertising activities to increase the company's share on its chosen market segment. As part of advertising, the Bakemaster will create its very own Website. The website will show our available products, its prices, and other essential information to potential clients. Another tool we will use is the print ads. We will place it on magazines because it is usually distributed in companies for their employees.

Product Development

Using the product development strategy, Bakemaster intends to increase the sales by making a new product like new variety of breads and pastries that will trend in today's occurrence. Also by making new product lines, the company can have the edge to the other businesses to make them a client for the Bakemaster.

Competitive Strategies

The competitive advantage of the Bakemaster are their product line which they offer to the client like Artisan bread and European bread using this they will have the edge among their competitors, with the help of the technologies it reduces the cost of the Bakemaster with the same high quality they produce.

Promotional Strategies

Since the Bakemaster doesn't have any promotion efforts. The Bakemaster will make a website about their basic background of of business or nature of business, locations of the Bakemaster, contact and many more about the Bakemaster. The Bakemaster will also make some print ads in the magazine and The Bakemaster will call some businesses that their one of the product line is related to baking breads.

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Comparative Strength Assessment (Competitive Profile Matrix)

Critical Success Factors	Weight	Bakemaster		Jule's Bakeshop		Gardena		Lemon Square		Goldlocks		Red Ribbon	
		Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating
Brand Reputation	0.1	3	0.3	2	0.2	1	0.1	3	0.3	1	0.1	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	0.36	4	0.48	3	0.36
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
Sanitary condition	0.1	3	0.3	3	0.3	4	0.4	3	0.3	3	0.3	4	0.4
TOTAL			3.35		2.91		3.22		2.87		3.39		3.1

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