Introduction

First 2 months of Operations – Summarization

The Group has established the name Vari-EAT-y in which has the concept of retailing finger foods; Nachos, cookies, mallows, and choco-sticks are our product. Nachos and Cookies are the two main products that the market always demanded.

We have chosen Nachos to be our main focus of product innovation due to the high sales that we acquire on our first two months of operations and the product in which the demand is at its peak.

We first decided to be a Manufacturing Corporation or a Distributor in which there would be Manufacturing Corporation, which would exclusively produce products under our Company name. But, as we interview different managers, teachers, and even accountants, they tend to have this specific tone of voice after they have heard our proposal.

Executive Summary:

After several times of analyzation and brainstorming, we have finally decided to put up the business and named it Kornzey. We were encouraged that Nachos would be the next hit in the market, particularly in the Food Industry.

Kornzey got the name from blending the words Corn and Frenzy. Kornzey is a small scale business which offers Fresh and High-quality Nachos with a variety of toppings to choose from. The business would deeply focus on the Nachos' innovation and its state of being a High-quality product with a fair price. The price would vary to our expense and the Mark-on price that we proposed. Kornzey would be more of a stop n' shop kind of stall in which the people passing by can easily buy our products.

At the start of our business, Kornzey would be located Lucky Gold Plaza and because of the high population of Brgy. Napico, and people who drive-by at Ortigas Avenue, Kornzey would be a hit. This location would give us the recogntion we need to be confident when approaching a larger scale of location. Furthermore, leaflets and different advertisement posters would be present around the vicinity of that specific location.

An expansion of the business is a must. As years goes by, Kornzey shall add more of choices to choose from and be located on various establishments especially malls.

Vision:

Kornzey envisions itself as a prominent seller of Nachos that would satisfy the desire of the customers.

Mission:

To provide quality food and convenience services to customers that would generate sufficient profits for the Partners and improve the lives of its employees.

Objectives:

1. To establish a strong market.

2. To earn good financial returns for its owners.

3. To delight customers with high quality food and services.

4. To make Kornzey a happy and rewarding environment to work in.

History of Nachos:

Logo:

Nature of the business:

Company:

The company shall have a Partnership type of Ownership. This specific nature of Organization is firstly easy to establish due to having several meetings and various discussion to the final agreement. Also, this kind of Ownership shall be able to utilize the strengths, resources, and expertise of each partner.

Customers:

Kornzey is expected to provide high-quality products and services to the population of Lucky Gold Plaza, Pasig City. The target customers would be the large number of people whom are going to the establishment. Those customers will have the age bracket from 6-50 years old.

Competitors:

At the location we proposed, many food stalls and different franchises are already present within the vicinity. The food stalls which are similar to ours are as follows: Siomai House, Mighty Meaty Hotdogs, Potato Corner, etc. These food stalls are already made their name at that very location. Mighty Meaty Hotdog, being the main attraction of the high population of Lucky Gold Plaza, is our strongest competitor.

Expansion of the Business:

As our business grows, we would be open for investors and different business partners to furthermore help us to increase our assets. These investors and business

partners can be our key to fully implement the idea of expanding the company through having several outlets around Metro Manila or transition from a small store into a Fast-food restaurant that would be located in Malls.

We are also open to introduce new products, especially pita, or propose a new set of menu for the satisfaction of our customers. This idea is still in the process of analyzing and the organization would undergo a series of meetings.

Marketing Department

5P's

Product

The proposed products of Kornzey would vary on the toppings of each serving. Those toppings are as follows: Chili con Carne, Bacon, Double-down, Tomato Salsa, and lastly Double-cheese.

Chili con Carne coming from the name would have a spicy impact on the customer's taste buds. It is served with Nachos and Grinded beef on top and covered all over with liquid cheese.

Bacon would be the toppings of those Pork lovers. Nachos will be covered with freshly prepared sliced bacon and liquid cheese on top.

Tomato Salsa is the one for beginners. This topping would surely show the original taste of Nachos. (INGREDIENTS)

Triple-cheese is the perfect choice of Turophiles. Nachos are served with liquid cheese and grated cheese on top.

Price

To determine the price of each product, we need to cover the expenses for each.

GRAPH

Place

Korney would be located on the 2nd floor of Lucky Gold Plaza here in Pasig City. Lucky Gold Plaza being a mall along Ortigas Ave. and located beside a subdivision and a barangay would definitely be a perfect spot to start a business. Many customers will surely go here and Korney would be their ready there to fulfill their demand.

Packaging

Our packaging is to inform other people of our business. The packaging of the products of our company shall have the company's name and the logo to be more prominent in the said location.

Promotion

To further let people know our business, we need to promote or advertise it. Leaflets, posters and tarpaulin are needed to make them know of our existence. Those three will contain information such as, the name of the business, what products do we offer, location, and contact numbers for inquiries and suggestions.

SWOT ANALYIS

Here, we carefully examine the business environment. This SWOT Analysis would be the guide of our business' final decisions and to know its state in the business world.

Strengths:

1. Because of the high-quality services we give, people would recommended our stall to people they know.

2. Because of our excellent products at affordable price, there would be return customers.

3. The strong Location Orientation of the establishment.

4. Being geographically close to various suppliers.

Weaknesses:

1. Our business being new to the competitive scene, customers would most likely buy from other competitors.

2. Not having proper recognition of the business.

Opportunities:

1. To showcase to the customers the high-quality product that we would offer.

2. As the first food stall to establish a Nacho-stand in the establishment, we have the opportunity to exhibit our products.

3. Lucky Gold Plaza has many mall activities. These give us a chance to show to the mall goers our services.

4.

Threats:

1. Being surrounded by a wide range of food stalls.

2. Many small businesses have the possibility to be put up due to the low expense of rent.

Location Orientation

Kornzey established at Lucky Gold Plaza in which is located on Ortigas Avenue and near Brgy Napico.

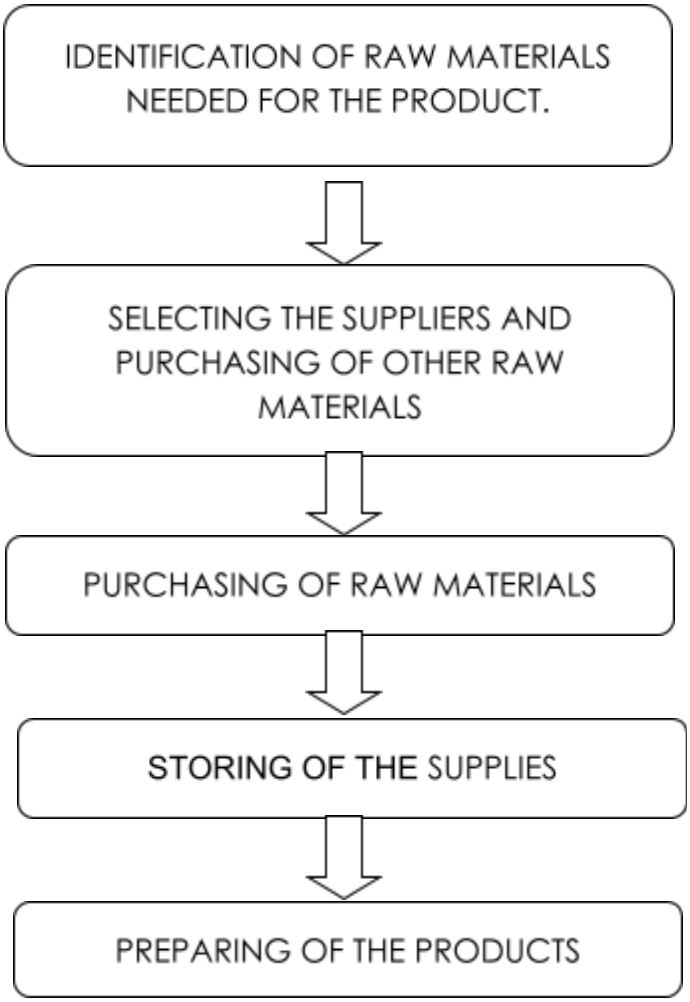
LG Plaza being located on Ortigas Avenue gives the establishment a strong recognition in which many people would pull over to visit the all. This gives the LG Plaza a higher population of mall goers.

LG Plaza being located near at Brgy. Napico, Manggahan has 2 main advantages. First, it gives access to supplies to the local market in which we can find various suppliers of meat and fresh vegetables. Second, it gives our primary target market, the residents of Brgy. Napico, Manggahan,



SALES DEPARTMENT(?)

BUSINESS PROCESS WORKFLOW DIAGRAM



1. IDENTIFICATION OF RAW MATERIALS NEEDED FOR THE PROPOSED PRODUCT

Here, we would identify what would be needed to fulfill what is necessary for our product. There would be a list in which all of the raw materials for the product are recorded.

2. SELECTING THE SUPPLIERS AND PURCHASING OF OTHER RAW MATERAILS

After the identification, purchasing and pinpointing suppliers would be the key for our business. These suppliers are mainly well-known meat shops and agents from various companies. The company shall analyze the various suppliers if their quality matches our taste. There would be a comparative study of products from all possible suppliers.

3. PURCHASING OF RAW MATERAILS

After the pinpointing phase, purchasing of these said products will now commence.

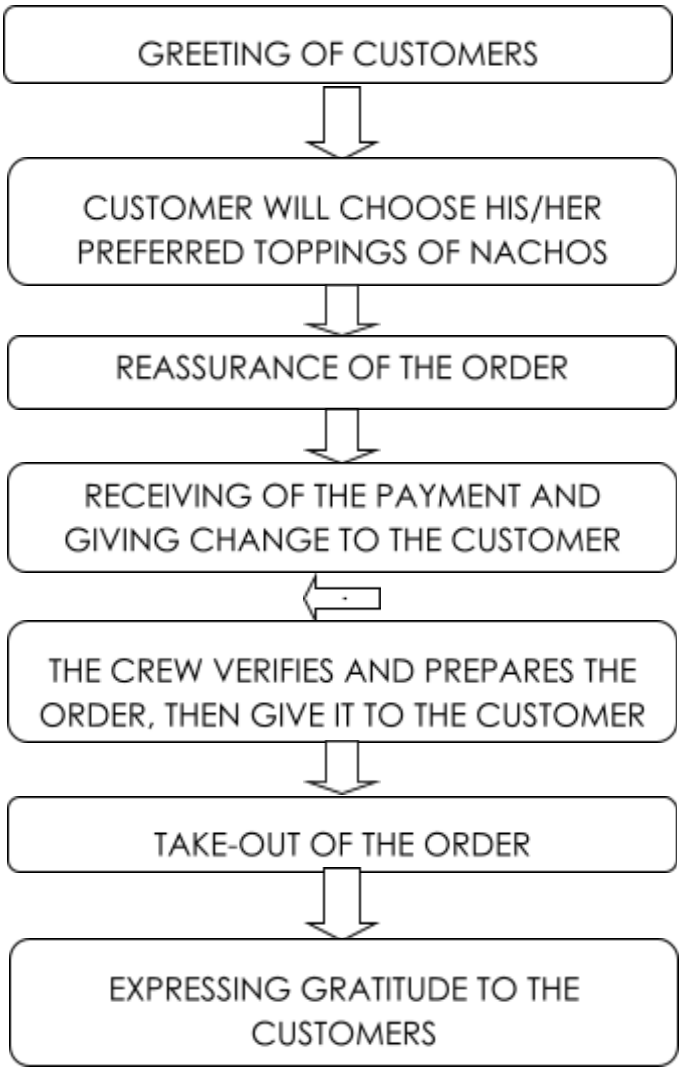
4. STORING OF THE SUPPLIES

The storing of the bought supplies would now be properly stored to avoid spoilage; the nachos need to be in a container, meat in the freezer or chiller and other condiments should have proper storages.

5. PREPARING OF THE PRODUCTS

After all these steps, we could continue to our final process which is the preparation of products. Here, we would cook the certain supplies to make our toppings for our stall.

OPERATION PROCESS WORKFLOW DIAGRAM



1. GREETING OF CUSTOMERS

First, there shall be a warm welcome to our customer that would buy to our stall. Here, the cashier shall say Good morning, etc. and he/she would recommend the products we serve.

2. CUSTOMER WILL CHOOSE HIS/HER PREFERRED TOPPINGS OF NACHOS

The customer would now make his decision and proceed to tell our cashier the product they want to buy.

3. REASSURANCE OF THE ORDER

The cashier shall confirm the product to fully make sure that the customer and the cashier has no misunderstanding.

4. RECEIVING OF THE PAYMENT AND GIVING CHANGE TO THE CUSTOMER

The payment for the said product would now be given. The cashier shall double check the amount and proceeds to give the change and the issued receipt to the customer.

5, TAKE-OUT OF THE ORDER

After giving the change, the order of the customer would now be prepared and be given immediately.

6. EXPRESSING GRATITUDE TO THE CUSTOMERS

The phrase, "Thank you and please come again", shall be said by the cashier with a smile to show our thanks for buying our product.

BUSINESS HOURS:

LG Plaza has a mandatory time of 10AM opening. This given time would allow our stall to make final preparations for that opening. There would be time allotted for everything:

8:30 AM – 9:00 AM = Preparation of toppings

9:00 AM – 9:30 AM = Cooking of toppings

9:30 AM – 10:00 AM = Final Adjustments

10:01 AM = Opening

9:00 PM – 9:29 PM = Preparation for the closing of the stall.

9:30 PM = Closing

KORNZEY FOOD STALL

The Kornzey food stall has a proposed lot size of 2 x 3 square meters. This proposed size would be divided into different stations that would make the stall organized.

The workplace should be well ventilated and lighted to make sure that the employees are doing their job very well. Also, we need to be able to have a proportion of the stall for cooking purposes only; this is to avoid having dirtiness to exist in the stall. The packaging and various supplies would be properly stored and organized to not have confusion. Lastly, there should be a display area of the various toppings and a clean storage of Nachos.

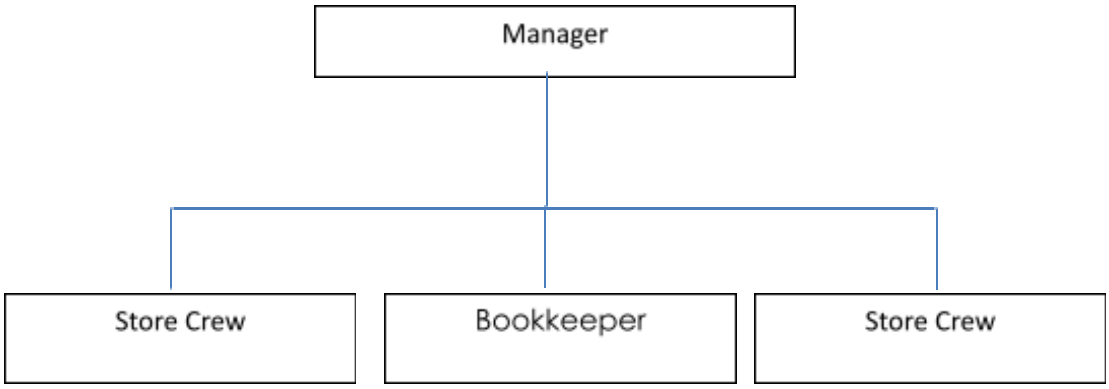
HR

ORGANIZATION AND MANAGEMENT STUDY

The objective of the management study is to determine the qualification of every individual who will make up the organization and to determine the effectiveness of the organizational set-up.

In this study, the following will be discussed: Business Organizational Structure, Staffing, Work Rules

BUSINESS ORGANIZATIONAL STRUCTURE



Staffing

1. Manager

1.1. Job Description:

1.1.1. Oversee the workers in their respective workplaces.

1.1.2. Makes sure that the food and the service has met the quality.

1.1.3. Shall need to plan, organize, and coordinate all of the operations in the business.

1.1.4. Generate a set of house rules.

1.1.5. Apply corrective action to workers.

1.1.6. Create certain plans to maximize the use of different equipment and manpower.

1.2. Job Qualifications:

1.2.1. Male or Female

1.2.2. Must be 24-31 years old

1.2.3. He/she must have at least 2 years of experience in the related field work

1.2.4. Must be a graduate of any 4-year business courses.

1.2.5. He/she must be well rounded.

2. Bookkeeper

2.1. Job Descriptions:

2.1.1. Responsible for the money that goes in and out of the business.

2.1.2. Oversees receipts and any liability.

2.1.3. Prepares a financial report.

2.1.4. Prepares a weekly report of sales to show if the business improved.

2.2. Job Qualifications:

2.2.1. Male or Female

2.2.2. Must be at least 22 years old

2.2.3. He/she must have at a year of experience in the related field work

2.2.4. He/she must be a graduate of Accountancy or Banking and Finance.

2.2.5. Enjoys working with numbers and must be detail-oriented.

3. Store Crew

3.1. Job Description:

3.1.1. Maintaining the cleanliness of the workplace.

3.1.2. Supervision of the stored supplies.

3.1.3. Prepares the product to be served.

3.1.4. Entertains the customer buying from our food stall.

3.1.5. Responsible for the payment and change of each consumer.

3.1.6. Providing high-quality customer service.

3.2. Job Qualifications:

3.2.1. Male or Female

3.2.2. At least 18 years old

3.2.3. Single

3.2.4. At least a High School graduate

3.2.5. Has sufficient knowledge in cooking.

Employee Requirements:

Work Rules

- Absence and tardiness policy
- Employee should sign in the attendance record book.
- Always wear Company ID while inside the Workplace.
- Lunch period and Break rules
- Dress code or personal appearance rules
- Rules covering use or damage to employer's property
- Rules about keeping employer's and customers' sensitive information confidential
- Proper sanitation should be observed at all times
- Unless it is emergency using cellphones are prohibited inside the company/work place

System of Sanctions

The management shall have the right to study, evaluate and to impose disciplinary actions to those who did violation inside the company or workplace. The management shall have the rights to impose high or low penalty (it is prescribed below), depending on the circumstances surrounding the case.

1st Offense – Verbal Warning

2nd Offense – Written Warning

3rd Offense – Suspension

4th Offense – Termination

Production Department

VARIOUS PROCEDURES FOR EACH PRODUCT:

1. Chili Con Carne

2. Beef

3. Triple-Cheese

MACHINIERIES AND EQUIPMENT:







rator

Electric Fan

EEasdas



Kitchen Knife





r / Display

Cheese Grater





Wooden Spoon

ottles



Chopping Board