

Group 5



Task 1

Push Strategy: Is to **push** a product to customers, a quick way to move a **customer** from **awareness** to **purchase**

1. Rolls Royce: A huge company that never **advertise** on its cars because if you search for **perfection** you know that **Rolls Royce** got it and its targeted audience are the people are **super rich** which don't have time to waste on **ADS**.



2. Faber-Castell: Can easily be considered as the one of the best companies for **Art Supplies** and **School Supplies**.



Pull Promotional Strategy: Depend on ADS either on social media or TV to **pull** the **attention** of the **consumer** to their product.

1. Chipsy: One of the best food companies in the world that depend on **Pull strategy** by **advertising** for its new **products and flavors** to increase its sales and profit



2. Vodafone: One of the largest companies in the world that also depend on the **pull strategy** to increase its income by **pulling huge numbers of customers by their ADS**.

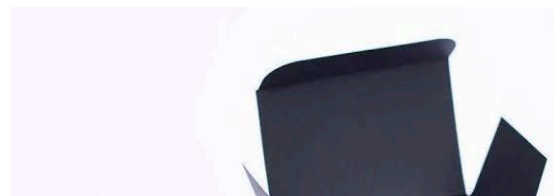


Raw materials:

For making chips we would need potatoes, salt, tastes, paper/plastic packs, & cartoons for packaging.

Taking into account the selection of high-quality potato farms, choosing the right price, and installing a certain amount for a certain period. It is known that the chips are used on a daily and very large scale. The production will be large and continuous

P.s. Warehouses would be needed for the **raw materials** "e.g. Warehouse with temperature 2°C-3°C would be need for the potatoes in order to keep it fresh"



Manufacturing:

There are special machines to evacuate the potatoes from any sediments, then they go to the stage of good washing, then cut the potatoes with thin chips, and then the direction to fry the potato chips in oil at a certain temperature and for a certain period so that they do not burn

After removing the potato chips from the oil, the potatoes are flavored with various flavors

After that, it is packed in bags of chips. Then put in cartons and wrapped. From here we go to the stage of storage.



Warehousing:

Chips producers wouldn't need warehouses for the product as it is regularly distributed immediately after production; however, we can consider our customers (supermarkets, hypermarkets, etc.) as temporary warehouses.

These cartons are stacked in an orderly manner on top of each other and go to



private stores or supermarkets and kept in a good way and away from sunlight. Knowing that there are preservatives in them, but it is necessary to store the product properly. And then the role of the distributor begins.

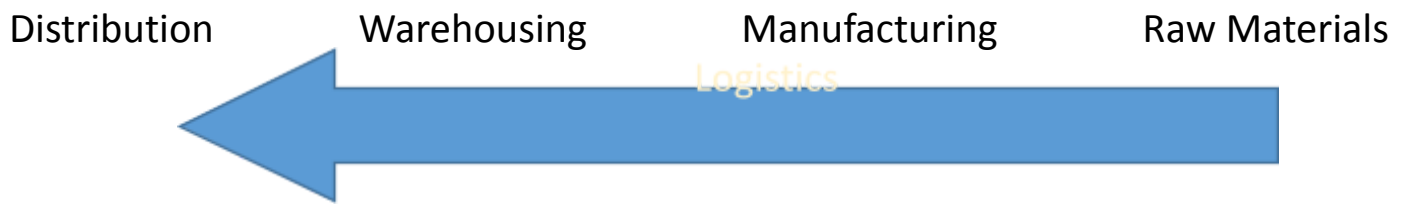
Distribution:

In this process, the final product is distributed to merchants, whether wholesale or retail, supermarkets, kiosks, etc.



Logistics:

In this process, you follow up each process and move towards the next process. Which is responsible for organization and management, and supply chain operations are not complete without them.



We're going to talk about chair making in **Kabbani furniture**.

Upstream: **Materials** that **enter** the workshops and **bought** from the supplier.

1. The Raw materials:

- **Wood**
- **Nails**
- **Glue**

2. Then they take the **raw materials** to the **warehouse**.



3. The **manufacturing** draw the design for the chair and then manufacture it in the workshops.

Downstream: the final product (chair) enters the **planning phase for distribution** to the **Exhibits** to be **sold**.





Outsourcing

What are the other factors that may trigger a company to outsource a part rather than produce it internally?

The company or organization seeks to produce something by its nature whether its goods or services provided to the final consumer, taking into account many of the principles that it has, but the organization produces it with the highest efficiency and the best equality possible, but is it always possible to do all this by itself?!

In fact, the answer depends on the nature of the produced material and this makes the producer either actually manufacture what is related to the product or seek the help of external elements. Here we find the meaning of **purchase** or **use**, which are known as buying from local or global suppliers, and obtaining some materials from them that help to finish the product.

Let's illustrate with the following example, in the case of the production of specific car, the organization may be able to do this already but it can't **make** the tire for the car due to certain conditions so it **buys** the tire from a local or global supplier that organization deals with and then uses it to manufacture the car and this doesn't diminish its importance at all but it means that it's better for the organization to **buy** instead of **make**

Komho Company South Korea, 2019

And since the meaning of subsidy has become clear to us, we will study what are the most important points that may make the owner of the organization seek external sources.

1- Experience:

Experience is one of the most important things that contribute to the production of the product with the highest efficiency and effectiveness, however the organization might not be able to train its employees at the required level, but the experience may grow over time by dealing with external sources, gaining more of it and making the best of it.

2- Focus On Primary Processes:

Which is connected to the cost of the products, so all of the organizations seek to reach the least cost and achieve the maximum profits. So the organization must focus on the **primary processes** in every way to decrease the cost rates of the secondary processes.

3- Competitive Advantage:

In order to ensure consumer's satisfaction and to acquire a strong competitive advantage in the labor market, most organizations care to be aware of the market and of what suits the consumer

4- Taking Responsibility:

There are some circumstances that affect production negatively, such as fire or theft, etc. This makes them take the responsibility of the production decision.

5- Strategic Focus:

This is the most important concept, which the production is done at the most perfect and highest competitive manner with the least effort and time to achieve the business in a way that satisfy both the consumer and the producer.

So that raises the question of whether companies should use outsourcing because it's a practice that different companies use to reduce costs by transferring parts of the work to external suppliers rather than completing it internally.