



# Business Analysis 1st Assignment

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## Mission and vision of The Custom Woodworking Company:

- What is Mission & Vision statement?
- **Vision statement:** a statement that describes the long-run objective of a company.
- **Mission statement:** a statement that defines the purpose of the company, and how to achieve the goals set in the vision statement.



## Mission and vision of The Custom Woodworking Company:

- **Vision statement:** The Custom Woodworking Company -aka “Woody’s”- is a small-to-medium sized custom furniture and cabinet making company, that produces custom furniture to order, several lines of furniture for wholesaler/retailers, and a number of variations of standard kitchen and bathroom cabinets, including units made to order.
- **Mission statement:** The company has moved into subcontract work supplying and installing countertops, cabinets and similar fixtures for new commercial construction. To date, Woody's has established a well-founded reputation for supplying millwork to the construction industry.

# Stakeholders of The Custom Woodworking Company:

Level of  
power

## Keep Satisfied

Major Shareholder: Carry Holdings Ltd.

Bruce Sharpe, Controller Kim Cashman

Government

## Minimal effort

Clients

## Key Players:

VP's

I. Leadbetter (Ian): Woody's Project Manager.

R. Schemers (Randy): Principal

Directors: Chairman & CEO Mark Bingam President Mrs. Carry Bingam

Executive Vice President Kim Qualey Director Bill Carpenter

## Keep Informed

E. Forgot (Eddie): equipment suppliers

W. Easley (Win): Project management consultants

Employees of the company

Zapp Electric Co., electrical contractors

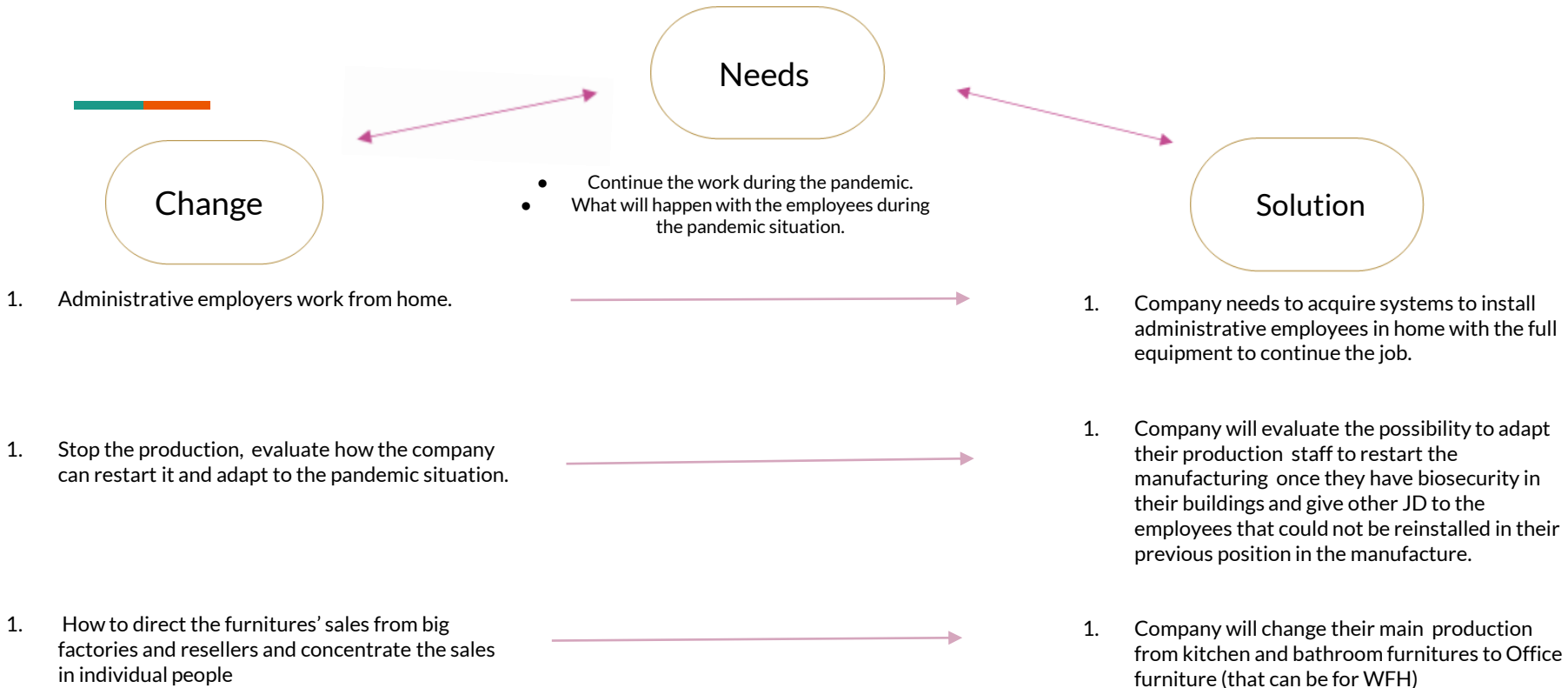
Schemers and Plotters (S&P), industrial design consultants

Level of interest



**Needs that The Custom Woodworking Company could have had during the pandemic:**







Even Though the situation that affect the world, the company will adapt their line of business to continue in the market and protect their staff employments. Continue the legacy, employers as a family.

1. Eddie Forgot who's is in charge of the equipment suppliers. He needs to be prepare to distribute the complete equipment for the admin staff that will be working remotely.

VP Personnel Molly Bussell is in charge that employees have the resources to work from home.

1. VP Production Miles Faster and VP Finance and Administration Spencer Moneysworth will evaluate the cost of stop the production and reduce their staff during the time of the pandemic.

1. R. Schemers (Randy): Principal, Schemers and Plotters (S&P), industrial design consultants, I. Leadbetter (Ian): Woody's Project Manager, VP Sales and Estimating Bruce Sharpe and VP Production Miles Faster will need to be aling in changing their line of business and concentrate the production in furnitures that will be useful for home office

1. Regardless the situation that is affecting all of us, the job have to continue.

1. Company will try that none lose their jobs and that the production of furnitures will continue safely..

1. Company will transform their production to adapt it for the current clients' necessities.