**IV. Organizational Structure**

1. **Wise Cafe Organizational Structure**

**The Business Proponents**

### *Lee Harvey Bucod -* TheChief Executive Officer (CEO) it is the leading role responsible for making top-level decisions, gathering resources that support the company and driving operational and structural changes that directly influence organizational growth.

### *Edward Garcia-* The Chief Marketing Officer (CMO) in charge of directing marketing campaigns, plans marketing budgets and manages the entire marketing department of their company. It will be the one in handling of multiple marketing teams, each with their own team leader or marketing manager. Additionally, the CMO usually makes the final decisions regarding the development and implementation of various marketing projects.

### *Aaron Paul Carpio-* The Chief Financial Officer (CFO) or Controller has a responsibility for the cash flow and the financial success of a business and usually responsible for finding investors and external funding opportunities for growing the business.

### *Ringo Dave Rellegue-* TheExecutive assistant will be the one who usually reports directly to the CEO and handles much of the CEO's administrative tasks and organize and maintain the CEO's schedules, agendas, and appointments.

### *Keith Clarence Tomas-* The Marketing manager will handling the entire marketing department and also may be the only top-level business role in charge of directing marketing efforts.

Creating a wise cafe business that integrates sustainable Corporate Social Responsibility (CSR) initiatives can significantly impact both the community and the enterprise positively. Here are some sustainable CSR activities that a technopreneurial cafe could consider:

**Sustainable Sourcing and Ethical Supply Chain:**

Fair Trade Coffee Sourcing - Partnering with fair trade coffee growers ensures ethical practices and fair wages for farmers. It supports sustainable agriculture and empowers communities.

Local Produce- Supporting local farmers for ingredients not only reduces carbon footprint but also bolsters the local economy.

**Environmental Conservation:**

Waste Reduction and Recycling - Implementing a robust recycling program for paper, plastic, and organic waste. Promoting the use of biodegradable packaging and encouraging customers to bring reusable cups.

Energy Efficiency - Utilizing energy-efficient appliances, LED lighting, and exploring renewable energy sources like solar panels.

**Community Engagement:**

Education Programs - Hosting workshops or seminars on sustainability, coffee brewing, or eco-friendly practices for the community.

Partnerships with NGOs - Collaborating with local NGOs focused on environmental conservation or community development to organize joint initiatives.

**Social Impact Initiatives:**

Community Support - Allocating a percentage of profits to support local charities, schools, or initiatives that benefit underprivileged groups.

Employment and Training - Providing job opportunities or training programs for marginalized individuals, fostering inclusive employment practices.

**Benefits to the Enterprise:**

Enhanced Brand Reputation - Engaging in sustainable CSR activities can build a positive brand image, attracting socially conscious customers and gaining community support.

Employee Morale and Retention - Employees tend to be more engaged and motivated working for a company with strong ethical values and social responsibility.

Cost Savings: Implementing energy-efficient practices and waste reduction measures can lead to long-term cost savings for the business.

Customer Loyalty - Customers often appreciate businesses that are socially responsible, leading to increased loyalty and repeat business.

By integrating these sustainable CSR activities, the wise cafe not only contributes positively to the community but also fosters a resilient and socially responsible brand that can drive long-term success and goodwill among its patrons.