

System Analysis and Design

A Detailed Study of

Dan Cake Bangladesh

Submitted by: Team- C

Team-C ID
2258CSE00986
2258CSE00947
2258CSE00954
2258CSE00987
2258CSE00968

Computer Science and Engineering

Manarat International University
Date of Submission: **26 September 2024**

Contents

1	Introduction	4
1.1	Dan Cake	4
1.1.1	Overview	4
1.1.2	Vision	5
1.1.3	Mission	5
1.1.4	Goals	5
1.1.5	Core Values	6
1.1.6	Working Environments	6
1.2	Products of Dan Foods Limited	7
1.3	Working Area	8
1.3.1	Unloading Area	8
1.3.2	Storage of Raw Materials	8
1.3.3	Depositing Area	9
1.3.4	Oven Area	9
1.3.5	Primary Packing Area	9
1.3.6	Secondary Packing Area	9
1.3.7	Warehouse	9
1.3.8	Distribution	10
1.3.9	Market	10
1.4	Hierarchy of Dan Cake Bangladesh	10
1.5	Board of Directors	10
1.6	Reputation and Achievements	11
1.7	Clients and Relationships	11
1.8	Conclusion	12
2	Problem Statement	13
2.1	Introduction	13
2.1.1	Statement of Problem 1:	13
2.1.2	Statement of Problem 2:	13
2.1.3	Statement of Problem 3:	14
2.1.4	Statement of Problem 4:	15

2.1.5 Statement of Problem 5:	15
2.2 Conclusion	16
3 Information Gathering	17
3.1 Introduction	17
3.2 Information About the Firm	18
3.3 Information About User Staff	19
3.4 Information About Workflow	20
3.4.1 Production Workflow	20
3.4.2 Production	20
3.4.3 Quality Control	21
3.4.4 Packaging	21
3.4.5 Distribution	21
3.5 Information Gathering Methods	22
3.5.1 Review Literature Procedures and Forms	23
3.5.2 Website	23
3.5.3 Annual Report	24
3.5.4 Journal	25
3.5.5 On-Site Observation	25
3.5.6 Interviews	25
3.6 Interview with the Executive Officer	26
3.6.1 Company Strategy	26
3.6.2 Sustainability	26
3.6.3 Supply Chain & Distribution	26
3.6.4 Employee Development	27
3.6.5 Customer Relations	27
3.6.6 Innovation & Technology	27
3.6.7 Market Position & Growth	28
3.6.8 Operations & Supply Chain	28
3.6.9 Leadership & Management	28
3.6.10 Challenges & Opportunities	29
3.7 Interview with Worker	29
3.7.1 MCQ Questions about Dan Cake	29
3.8 We have MCQ's besides some questionnaires for employees	32
3.8.1 Job Role & Responsibilities	32
3.8.2 Work Environment	32
3.8.3 Training & Development	32
3.8.4 Work-Life Balance	32
3.8.5 Company Culture	33
3.8.6 Communication	33
3.8.7 Job Satisfaction	33

3.8.8	Team Collaboration	33
3.8.9	Feedback & Suggestions	34
3.8.10	Career Growth	34
3.9	Questionnaires	34
3.10	Conclusion	34

Chapter 1

Introduction

As far as the history of Dan Cake goes, the art of baking ruled the company dictum since 1931. Dan Cake believes, baking is a form of art, which needs fragility, innovation, passion and finesse. And by this strong belief, Dan Cake have been maintaining their exquisite quality and taste.

1.1 Dan Cake

1.1.1 Overview

Dan Cake Bangladesh - The Fine Art of Baking Dan Cake is the market leader in the production of ready-to-eat cakes and Swiss rolls in Scandinavia, having been founded in 1931 in Denmark. Dan Foods Limited, a joint venture between Denmark's Dan Cake A/S and Bangladesh's Pandughar Limited, was established in Bangladesh in 2012.

Dan Cake's line of products was ultimately launched into the Bangladesh market in 2015, after a three-year R and D period. Dan Foods Limited is a private limited company registered in Bangladesh under the Companies Act 1994 on October 14, 2012.

The company's main activities include the production of various types of cakes and bakery products. Until August 31, 2014, the company's registered office was located at Urban Center Point, 400 New Eskaton Road, Boro Mogbazar, and Dhaka-1000.

The new registered office, located in Khagan, Birulia, Savar, Dhaka, began operations on September 1, 2014. The plant, which is located in Khagan,

Birulia, Savar, is a cutting-edge facility that was developed and maintained to European sanitation and hygiene standards. It is located on 1.6 acres of land and has a tight set of rules that are followed at all times, whether they are for regular employees or for visitors. Every area of the factory is properly sectioned off, from the raw material storage area through the final packing area. Dan Cake is Dan Foods Limited's brand name. The Dan Group of Industries makes a variety of cakes.

Dan Cake is the only Bangladeshi food company that exports food and related products to several countries. Dan's Cake presently offers a total of 12 different cake flavors. Dan's Cake Foods presently employs over 1,000 individuals, all of whom are held to the same high moral and social standards as the company. Before entering, everyone must adhere to the company's dress code. Day and night shifts are the two halves of the duty arrangement.

1.1.2 Vision

The vision of Dan Cake is to become the best snack choice in the country by offering a wide range of innovative and tasty options while maintaining global standards of quality in manufacturing. They aim to create memorable experiences for their customers by providing high-quality baked goods that prioritize freshness, taste, and safety

1.1.3 Mission

Dan Cake's mission centers around producing high-quality cakes that are convenient and enjoyable for everyone to serve. The company emphasizes the importance of using the best quality ingredients, adhering to rigorous quality control processes, and continuously developing new products to meet consumer tastes and preferences.

1.1.4 Goals

Dan Cake's primary goals revolve around maintaining high quality, fostering innovation, and expanding their market presence globally. They focus on providing their customers with a wide range of innovative and tasty snack options while adhering to strict quality standards. Their goals include:

Quality Assurance: Ensuring the highest quality in their products through stringent safety and hygiene standards.

Global Expansion: Expanding their market presence beyond their current operations in countries like Denmark, Germany, Poland, and Bangladesh.

Sustainability: Emphasizing environmentally friendly practices and social responsibility in their operations.

1.1.5 Core Values

Passion: Dan Cake is driven by a passion for crafting exceptional baked cakes and pastries using traditional recipes and superior craftsmanship.

Innovation: Dan Cake focuses on innovating within the traditional baking industry by introducing new flavors and product variations that appeal to modern tastes while maintaining their commitment to quality and craftsmanship. They strive to blend innovation with their heritage, offering customers both familiar favorites and exciting new options.

Customer orientation: Dan Cake believes that customers are their biggest critics. They listen to their customers. Their customer's insight helps them to grow in the industry.

Integrity: The integrity of DAN CAKE lies in their commitment to using high-quality ingredients and maintaining rigorous standards in production to ensure consistent excellence in their baked goods.

Continuous Improvement: Dan Cake trying to be better everyday in the way they make their products and serve their customers and grow everyday due to their confidence and honesty.

1.1.6 Working Environments

The working environment at Dan Cake is characterized by a strong emphasis on teamwork, quality, and continuous improvement. They foster a culture of collaboration and innovation, providing employees with opportunities for professional growth and development while ensuring a safe and supportive workplace.

1.2 Products of Dan Foods Limited

- 1.Muffin-30gm-Vanilla-Gift Pack
- 2.Muffin-30gm-Vanilla-Retail Pack
- 3.Muffin-30gm-Chocolate-Gift Pack
- 4.Muffin-30gm-Chocolate-Retail Pack
- 5.Muffin-50gm-Vanilla-Gift Pack
- 6.Muffin-50gm-Vanilla-Retail Pack
- 7.Muffin-50gm-Chocolate-Gift Pack
8. Muffin-50gm-Chocolate-Retail Pack
9. Muffin-40gm-Cappuccino-Gift Pack
10. Muffin-40gm-Cappuccino-Retail Pack
11. Layer Cake-30gm-Chocolate-Gift Pack
12. Layer Cake-30gm-Chocolate-Retail Pack
13. Layer Cake-30gm-Vanilla-Gift Pack
14. Layer Cake-30gm-Vanilla-Retail Pack
15. Layer Cake-30gm-Strawberry-Gift Pack
16. Pound Cake-320gm-Vanilla
17. Pound Cake-320gm18. Chocolate Pound Cake-320gm
19. Lemon Pound Cake-300gm
20. Vanilla Pound Cake-300gm
21. Chocolate Pound Cake-300gm-Lemon
22. Pound Cake-90gm-Vanilla-Retail Pack
23. Pound Cake-90gm-Chocolate-Retail Pack
24. Pound Cake-90gm-Lemon-Retail Pack
25. Vanilla Plain Cake-45gm
26. Chocolate Plain Cake-45gm
27. Fruit Cake-300gm
28. Fruit Cake-320gm
29. Fruit Cake-260gm
30. Fruit Cake-85gm
31. Fruit Cake-45gm
32. Fruit Cake-50gm
33. Dry Cake-300gm-Retail Pack
34. Marble Dry Cake-280gm
35. Dry Cake-43gm-Retail Pack
36. Special Dry Cake-30gm
37. Marble Dry Cake-30gm
38. Swiss Roll-200gm-Strawberry-Gift Pack
39. Swiss Roll-200gm-Chocolate-Gift Pack
40. Vanilla Plain Cake-30gm

41. Chocolate Plain Cake-30gm
42. Orange Plain Cake-30gm-Chain
43. Coconut Plain Cake-30gm-Chain
44. Vanilla Plain Cake-150 gm
45. Chocolate Plain Cake-150 gm
46. Butter Cake-160gm
47. Marble Cake-300gm
48. Marble Cake-40gm
49. Chocolate Puff Pastry-30gm
50. Brownie-180gm-Gift Pack
51. Yummy Bites-30gm
52. Danish Butter Cookies-150gm
53. Oats Cookies-150gm

1.3 Working Area

The working area in a cake company is a bustling hub of activity where various tasks related to cake production are carried out

1.3.1 Unloading Area

This is where all the essential ingredients for cake baking, such as flour, sugar, eggs, and dairy products, are received and inspected before being moved to storage.

1.3.2 Storage of Raw Materials

Eggs and Liquid Items Storage: Specialized refrigeration units for storing eggs, milk, and other liquid ingredients to maintain their freshness and quality.

Dry Material Storage: Shelving units and bins for storing dry ingredients like flour, sugar, and baking powder in a cool, dry environment.

Packaging Materials Storage: A designated area for storing various packaging materials such as boxes, wrappers, and labels, ensuring they are clean and ready for use.

1.3.3 Depositing Area

Eggs Breaking and Weighing of Raw Materials A section where eggs are broken and all ingredients are accurately weighed to ensure consistency in the cake recipes.

1.3.4 Oven Area

Mixing of Ingredients: Industrial mixers are used to combine all ingredients into a smooth batter, ensuring uniform texture and taste.

Preparation of Cream: Whipping and preparing various types of cream fillings and frostings that will be used in the cakes.

Dough Dosing: Portioning the dough into precise amounts for each cake to maintain size and weight consistency.

Baking in Oven: Baking the cakes in industrial ovens at controlled temperatures to achieve the perfect texture and doneness.

1.3.5 Primary Packing Area

Cooling: Allowing baked cakes to cool down to room temperature, which is crucial for proper frosting and packaging.

Cream Injection: Injecting cream fillings into the cooled cakes, adding flavor and texture to the final product.

Primary Packaging: Initial packaging of the cakes in protective wrappers to preserve freshness and prepare them for secondary packaging.

1.3.6 Secondary Packing Area

Further packaging of the cakes, often involving branding and preparation for transport, ensuring the cakes reach customers in perfect condition.

1.3.7 Warehouse

Storage area for finished cakes, organized to facilitate efficient inventory management and order fulfillment.

1.3.8 Distribution

Logistics and transportation operations to deliver the cakes from the warehouse to various retail locations or customers.

1.3.9 Market

The end destination where cakes are sold to consumers, including bakeries, supermarkets, and online platforms.

1.4 Hierarchy of Dan Cake Bangladesh

- 1.CEO
- 2.Financial Director
- 3.Director
- 4.Senior Directors
- 5.Manager
- 6.Senior Manager
- 7.Executive Officer
- 8.Supervisor
- 9.Worker

1.5 Board of Directors

Nazim Uddin Ahmed
Chairman and Managing Director,
Dan Foods Limited

Erling Eskildsen
Chairman, Dan Cake A/S

Khandker Md. Touhiduzzaman
Director, Dan Foods Ltd.

Klaus Eskildsen
Managing Director, Dan Cake A/S

”Freshness’ and ‘Innovation’ are the essential components in our business recipe, and, - above all else - we are centrally focused on taste, quality and safety. After all, our priority is to strive to serve the very best to our customers.” - Nazim Uddin Ahmed Chairman, Dan Foods Ltd

”Having a Dan Cake is about creating beautiful memories, cherishing moments with your loved ones and bringing people together.” - Erling Eskildsen Director, Dan Foods Ltd.

1.6 Reputation and Achievements

Dan Cake a/s, is an internationally recognized company and a leading confectionery manufacturer in Europe which is successfully running in several countries. The company has a wide portfolio of “private label” products that are internationally distributed in more than 30 countries. Being the supplier to major retail chains in the international market, the company achieves around 75 percent of its revenues through export activities. Germany, France, the UK, Norway, Sweden and Finland are key export markets.

In Bangladesh Dan Cake is the only Bangladeshi food company that exports food and related products to several countries. Dan’s Cake presently offers a total of 12 different cake flavors. Dan’s Cake Foods presently employs over 1,000 individuals, all of whom are held to the same high moral and social standards as the company. Before entering, everyone must adhere to the company’s dress code. Day and night shifts are the two halves of the duty arrangement.

1.7 Clients and Relationships

Dan Cake is a popular brand found in virtually every grocery store in Bangladesh. This widespread availability is achieved through a combination of strategic distribution, consistent product quality, and strong brand recognition. Here are some key factors that contribute to Dan Cake’s presence in grocery stores across the country as well as in e-commerce marketplace Dan Foods Limited is a 50-50 joint venture between the Danish company Dan Cake A/S and the Bangladeshi company Pandughar Limited.



Figure 1.1: Client and Relationships

1.8 Conclusion

Dan Cake Bangladesh, a subsidiary of Dan Cake A/S, is a leading player in the ready-to-eat cake market in Bangladesh. Established in 2012, it adheres to European hygiene standards and offers high-quality baked goods. Dan Cake prioritizes freshness, taste, and safety, making it a beloved brand in Bangladesh.

Chapter 2

Problem Statement

2.1 Introduction

This report outlines key problem statements affecting Dan Cake's performance in Bangladesh and offers recommendations for resolving them, ensuring better alignment with local market dynamics and consumer expectations.

2.1.1 Statement of Problem 1:

Issue : The price range is so high in the perspective of Bangladesh.

Details of finding : Dan Cake's pricing in Bangladesh is high due to its positioning as a premium brand, the use of high-quality ingredients, strict production standards, and association with an international reputation. Additionally, costs for maintaining state-of-the-art manufacturing facilities and extensive marketing contribute to the elevated prices.

Recommendation : To control the pricing, Dan Cake could consider sourcing more local ingredients to reduce import costs, optimizing production to lower operational expenses, and offering smaller, more affordable packaging options. Strategic promotions or discounts could also attract price-sensitive consumers while maintaining brand value.

2.1.2 Statement of Problem 2:

Issue : The marketplace of the company in Bangladesh is not so big.

Details of finding : Dan Cake's market position in Bangladesh is not as high for several reasons. Firstly, the brand is positioned as a premium product,

which appeals mainly to urban, middle-to-upper-income consumers, limiting its reach among the broader population. Secondly, Bangladesh is a price-sensitive market, and many consumers opt for more affordable local bakery products. Thirdly, strong local competition offers similar products at lower prices, making it harder for Dan Cake to dominate the market. Lastly, the brand's focus is primarily on urban areas, leaving a large portion of the rural market untapped.

Recommendation : To enhance its market position, Dan Cake can take several steps. First, introducing a more affordable product line could help appeal to price-sensitive consumers, allowing the brand to compete with local bakery options. Second, increasing distribution to rural areas would expand its consumer base and market reach. Third, Dan Cake could focus on promotional campaigns and offers that make its products more accessible to a broader audience. Lastly, sourcing more local ingredients and optimizing production costs could help reduce prices, making the brand more competitive in the overall market.

2.1.3 Statement of Problem 3:

Issue: Limited product variety catering to local tastes in Bangladesh.

Details of Finding: Dan Cake's product line in Bangladesh is primarily composed of items that align with its international branding, focusing on European-style cakes, pastries, and snacks. However, the brand has not significantly adapted its offerings to include flavors or products that resonate with the local palate. Many consumers in Bangladesh prefer traditional and locally inspired bakery items, which are offered by competitors at lower prices. Furthermore, the lack of product diversification limits the appeal of Dan Cake to specific customer segments, reducing its competitiveness in a market where local flavor preferences play a significant role in purchasing decisions.

Recommendation: To address this issue, Dan Cake could develop new products that reflect local tastes and preferences, such as bakery items inspired by Bangladeshi flavors and festivals. Collaborating with local chefs or food experts could help in designing products that appeal to a wider audience. In addition, conducting market research to better understand regional preferences and incorporating seasonal or limited-edition offerings could boost consumer interest. This would not only broaden Dan Cake's market but also position the brand as more in tune with local culture, potentially increasing

brand loyalty and sales.

2.1.4 Statement of Problem 4:

Issue: Lack of brand awareness and consumer engagement outside major cities.

Details of Finding: Dan Cake has established brand recognition in major cities, but outside these urban areas, awareness of the brand remains low. Many consumers in smaller cities and rural areas are unfamiliar with Dan Cake's products due to the lack of targeted marketing efforts. The brand's promotional campaigns are predominantly focused on urban markets, leaving a large segment of potential consumers unreached. Furthermore, limited digital presence and engagement with rural consumers via social media or local events has contributed to this issue.

Recommendation: To increase brand awareness, Dan Cake should launch targeted marketing campaigns aimed specifically at smaller cities and rural areas. These could include localized promotions, collaborations with regional influencers, or participation in community events. Expanding its presence on digital platforms with localized content and engaging directly with consumers through social media can also boost brand visibility. Additionally, conducting product demonstrations or offering free samples in these areas would help familiarize rural consumers with Dan Cake's offerings, ultimately broadening its market reach.

2.1.5 Statement of Problem 5:

Issue: Limited digital presence and e-commerce integration in Bangladesh.

Details of Finding: In an increasingly digital age, Dan Cake's online presence in Bangladesh remains underdeveloped. While consumers are becoming more inclined to shop for food and bakery products through online platforms, Dan Cake has not fully capitalized on the growing e-commerce trend. The brand lacks a robust digital marketing strategy and a dedicated online store, which limits its ability to reach tech-savvy consumers who prefer the convenience of home delivery. Furthermore, partnerships with popular e-commerce platforms are minimal, reducing the visibility of Dan Cake's products in the digital marketplace. As a result, the company misses out on a significant and rapidly expanding consumer base that favors online shopping.

Recommendation: To improve its digital presence, Dan Cake should invest in a comprehensive digital marketing strategy, focusing on engaging content, social media campaigns, and search engine optimization (SEO) to increase brand visibility online. Additionally, creating an official online store or partnering with major e-commerce platforms like Daraz or Chaldal could expand its market reach and cater to the growing demand for online shopping. Offering exclusive deals or promotions through online platforms could attract more customers and make Dan Cake a competitive player in the digital space.

2.2 Conclusion

Dan Cake faces several challenges in expanding its market presence in Bangladesh, including high product pricing, limited market reach, lack of locally adapted products, inconsistent availability, and low brand awareness in rural areas. These issues stem from its positioning as a premium, international brand and its focus on urban markets, which limit its appeal in a price-sensitive, competitive landscape.

To overcome these challenges, Dan Cake can implement several strategic initiatives, such as introducing more affordable product lines, expanding distribution to rural areas, and diversifying its product offerings to cater to local tastes. Additionally, optimizing production costs, improving logistical efficiency, and launching targeted marketing campaigns will help Dan Cake establish a stronger foothold in the Bangladeshi market.

By adapting to local consumer preferences and addressing these key issues, Dan Cake can enhance its competitiveness, increase its market share, and position itself as a more accessible and preferred bakery brand across the country.

Chapter 3

Information Gathering

3.1 Introduction



Figure 3.1: Information

Information gathering is a crucial process for understanding the internal and external dynamics of a company. For Dan Cake Bangladesh, this involves collecting detailed data from various internal departments, such as production, marketing, and sales, as well as customer feedback. The objective is to

optimize operations, ensure product quality, and expand market share while adhering to food safety and industry standards.

3.2 Information About the Firm

Dan Cake Bangladesh is a joint venture between Dan Cake A/S Denmark and Pandughar Limited, Bangladesh. Established in 2015, it operates a state-of-the-art production facility in the Savar region of Dhaka. The company primarily produces premium bakery products, including cakes, biscuits, and bread, adhering to European quality standards. Their product line includes a range of snacks like Swiss Rolls, Layer Cakes, and Classic Sponge Cakes, aiming to cater to both local and international markets.

Dan Cake's vision is to offer fresh, hygienic, and high-quality bakery products in Bangladesh, leveraging advanced European technology and food safety practices. The company aims to position itself as the market leader in the bakery segment, ensuring product consistency and adhering to global food safety regulations.

Their mission focuses on delivering the highest level of customer satisfaction through product innovation, exceptional quality, and a strong commitment to corporate responsibility.

Key Information about the Firm:

Founded: 2015

Headquarters: Savar, Dhaka

Product Range: Cakes, biscuits, bread, and more

Markets Primarily Bangladesh, with ambitions for international expansion.

Certifications: ISO 22000 for food safety management



Figure 3.2: Dan Cake Bangladesh

3.3 Information About User Staff

Dan Cake Bangladesh employs a diverse workforce that includes factory workers, engineers, marketing professionals, and administrative staff. The management ensures that all employees are trained in maintaining high standards of hygiene and safety, which is crucial in food production.

The company emphasizes continuous employee development through regular training programs, particularly in areas like food safety, production efficiency, and customer service. Factory staff are trained to use advanced machinery imported from Europe, ensuring that the products meet international standards.

Key Personnel:

CEO: Oversees the company's operations and sets strategic goals.

Production Managers: Ensure the factory meets production targets while

maintaining quality.

Marketing Managers: Drive brand awareness and product promotion.

3.4 Information About Workflow

The workflow at Dan Cake Bangladesh is structured to ensure efficiency and quality across all stages of production, from raw material sourcing to final product packaging.

3.4.1 Production Workflow

Raw Material Procurement: Ingredients are sourced both locally and internationally, ensuring that only high-quality materials are used.

3.4.2 Production

The factory utilizes advanced baking and packaging technology from Europe, ensuring consistency in product quality. Production lines are monitored to adhere to stringent hygiene standards.



Figure 3.3: Dan Cake Bangladesh

3.4.3 Quality Control

Every batch of products undergoes rigorous quality checks. The company follows the HACCP (Hazard Analysis Critical Control Point) system to manage food safety risks.

3.4.4 Packaging

Products are carefully packed to ensure freshness and hygiene, following international packaging standards.



Figure 3.4: Dan Cake Bangladesh

3.4.5 Distribution

Dan Cake's distribution network spans across Bangladesh, ensuring their products reach retailers and customers swiftly. They also aim to enter international markets, starting with South Asia.

This structured workflow allows Dan Cake Bangladesh to maintain its high-quality standards while ensuring efficient production and distribution processes.

3.5 Information Gathering Methods

Information gathering is crucial in system analysis and design. Here are some common methods:

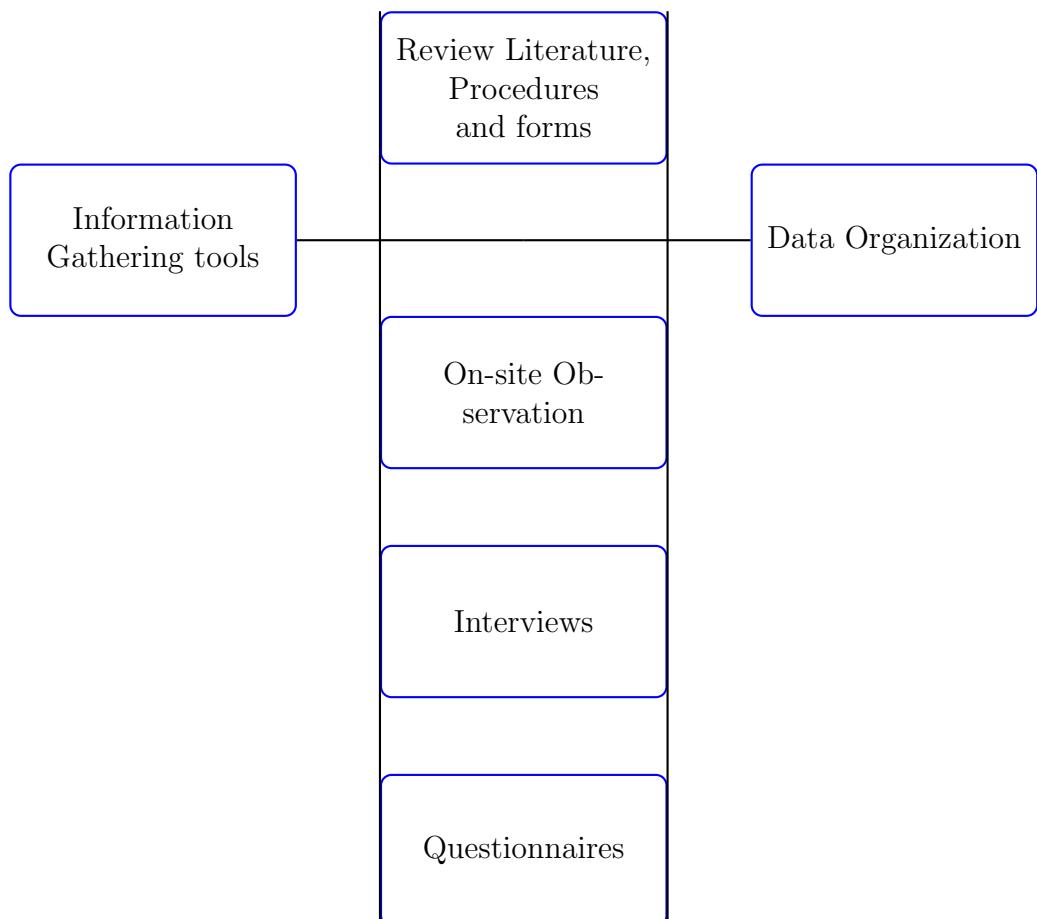


fig:-Information gathering method

3.5.1 Review Literature Procedures and Forms

Procedures manuals and forms are valuable sources for analysis, as they outline the format and functions of current systems. In our information-gathering process, we've utilized websites, various forms, annual reports, audit reports, and other literature and media to collect relevant data.

3.5.2 Website

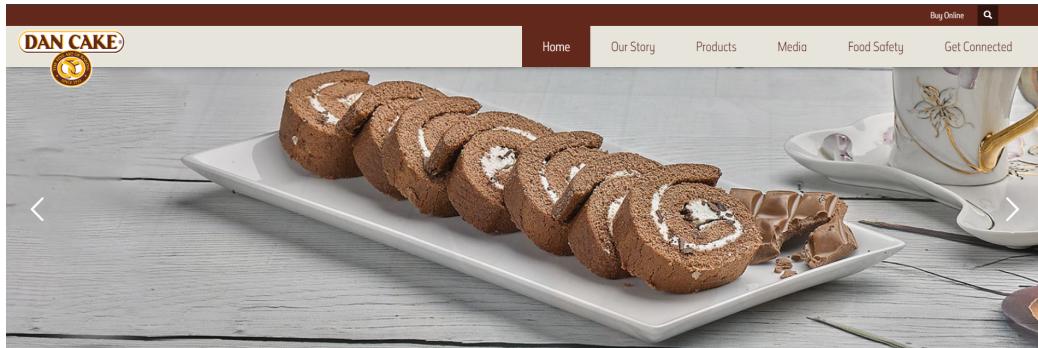


Figure 3.5: Website interface

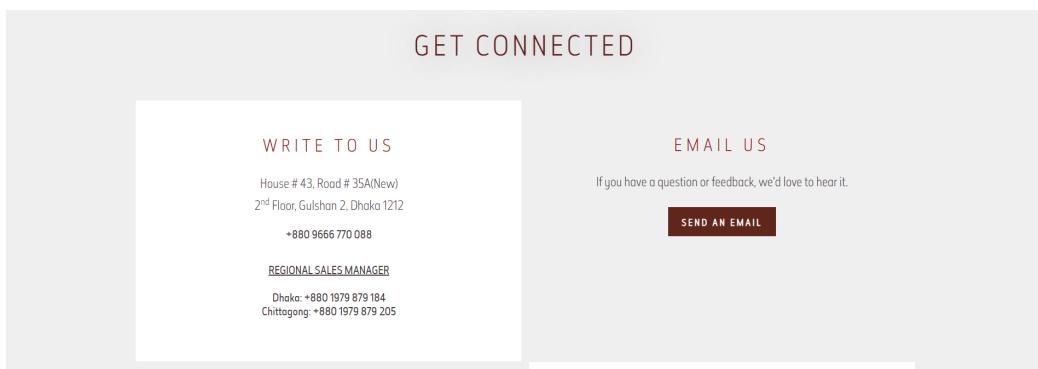


Figure 3.6: Website contact interface

3.5.3 Annual Report

Company Information Management

 Dan Cake Information


Our passion for developing delicious cakes is at the core of our business. Our philosophy is to always seek the highest standards when it comes to taste, ingredients and appearance - something that the quality-conscious consumer expects and demands from us.

[View Top Employees from Dan Cake](#)

 Website	http://www.dancake.dk
 Revenue	\$4 million
 Employees	119 (56 on RocketReach)
 Founded	1931
 Address	Hjortsvangen 15, Give, Region Midtjylland 7323, DK
 Phone	(457) 573-1844
 Industry	Food and Beverage Manufacturing, Food & Beverages, Food, Beverages & Tobacco, Manufacturing
 Web Rank	14 Million
 Keywords	Dan Cake
 SIC	SIC Code 20 Companies

Figure 3.7: Annual Report

3.5.4 Journal



Figure 3.8: Journal

3.5.5 On-Site Observation

On-site observation in system analysis involves directly observing users in their actual work environment to understand how they interact with a system. This method helps identify inefficiencies, user behavior, and potential issues that may not be easily communicated through other means. By providing real-world insights, it allows system analysts to gather accurate data for improving system design and performance, though it can be time-consuming and may influence user behavior when they know they are being observed.

3.5.6 Interviews

Interviews were conducted with executives, workers, and other staff to gather insights on various company operations, challenges, and future plans.

3.6 Interview with the Executive Officer

3.6.1 Company Strategy

- How does Dan Cake differentiate itself from other competitors in the global bakery market?
- What is the company's current focus in terms of expansion, product development, or innovation? What are Dan Cake's long-term goals in terms of market expansion or product innovation?
- How do you see the company evolving over the next five years?

3.6.2 Sustainability

- Are there any ongoing initiatives aimed at making the production process more eco-friendly? What is Dan Cake doing to make its production process more environmentally friendly?
- How does the company ensure that its sourcing of raw materials aligns with sustainability goals?
- How is Dan Cake addressing sustainability challenges related to packaging and waste management?
- Are there any specific initiatives that focus on social responsibility or supporting local communities?

3.6.3 Supply Chain & Distribution

- How does Dan Cake ensure consistent quality in its products across different countries and markets?
- What are the key challenges you face in maintaining a smooth and efficient supply chain? What challenges do you face in ensuring the consistent quality of products across different regions?
- How does Dan Cake manage its supply chain to maintain efficiency and cost-effectiveness?
- What steps are being taken to minimize delays and ensure on-time delivery in your distribution network?

3.6.4 Employee Development

- What measures does Dan Cake take to ensure the continuous development of its employees? What programs does Dan Cake have in place to foster employee growth and development?
- What steps does Dan Cake take to promote diversity and inclusion within the organization?

3.6.5 Customer Relations

- What strategies do you use to engage with customers and gather feedback on your products?
- Can you talk about any significant changes made in response to customer feedback? How does Dan Cake gather feedback from its customers and use it to improve its products?
- What role do customer insights play in the development of new products?
- How does Dan Cake respond to trends like the demand for gluten-free, organic, or low-sugar options?
- What strategies do you employ to strengthen the brand's connection with customers?

3.6.6 Innovation & Technology

- How has technology shaped Dan Cake's production processes?
- Are there any upcoming technological advancements the company is looking to implement in the near future?
- What innovations in baking or packaging have recently been implemented, or are planned for the future?
- How is Dan Cake using data and analytics to improve product quality and operational efficiency?
- Are there any new technologies or automation processes the company is exploring?

3.6.7 Market Position & Growth

- How does Dan Cake maintain its competitive edge in the international bakery market?
- What regions or countries represent the biggest growth opportunities for the company?
- What steps is Dan Cake taking to expand its product range and cater to new customer segments?
- Can you share any recent or upcoming product launches that demonstrate the company's growth strategy?

3.6.8 Operations & Supply Chain

- What challenges do you face in ensuring the consistent quality of products across different regions?
- How does Dan Cake manage its supply chain to maintain efficiency and cost-effectiveness?
- Has the company faced any significant disruptions in its supply chain recently, and how were these addressed?
- What steps are being taken to minimize delays and ensure on-time delivery in your distribution network?

3.6.9 Leadership & Management

- What is the company's approach to leadership development and talent retention?
- How do you ensure that Dan Cake's corporate culture is aligned with its global operations?
- What leadership principles guide you in your role, and how do you promote these principles across the company?
- What do you consider the most significant leadership challenges in a global company like Dan Cake?

3.6.10 Challenges & Opportunities

- What do you see as the biggest challenges facing the bakery industry today, and how is Dan Cake addressing them?
- What opportunities do you see for innovation in the bakery sector, and how is Dan Cake positioning itself to capitalize on them?
- Can you share any lessons learned from recent challenges the company has faced?
- How does Dan Cake plan to navigate external factors like supply chain disruptions or changing regulations?

3.7 Interview with Worker

3.7.1 MCQ Questions about Dan Cake

1. What year was Dan Cake founded?
 - a) 1931
 - b) 1945
 - c) 1952
 - d) 1960
2. In which country did Dan Cake originate?
 - a) Germany
 - b) Denmark
 - c) France
 - d) Switzerland
3. Which of the following products is Dan Cake primarily known for?
 - a) Chocolate bars
 - b) Baked goods (cakes, cookies, pastries)
 - c) Ice cream
 - d) Dairy products
4. Dan Cake's product lines are available in which of the following regions?

- a) Europe only
 - b) Asia and Europe
 - c) Worldwide
 - d) Only in North America
5. Which of the following is a focus area for Dan Cake in terms of innovation?
- a) Packaging design
 - b) High-quality ingredients with a longer shelf life
 - c) Faster distribution network
 - d) Acquiring smaller companies
6. Which of the following best describes Dan Cake's approach to sustainability?
- a) Using renewable energy for production
 - b) Sourcing organic ingredients exclusively
 - c) Reducing waste and improving packaging
 - d) Offering only gluten-free products
7. What is a primary challenge in Dan Cake's global operations?
- a) Short product shelf life
 - b) Maintaining consistent product quality across regions
 - c) Lack of brand recognition in Europe
 - d) High employee turnover
8. Dan Cake is most likely to invest in which of the following areas for future growth?
- a) Opening retail bakery stores
 - b) Expanding production facilities in new markets
 - c) Launching a range of frozen food products
 - d) Acquiring local bakeries in Denmark
9. What is Dan Cake's primary target customer base?
- a) Hotels and restaurants

- b) Supermarkets and large retail chains
 - c) Small boutique stores
 - d) Online direct-to-consumer sales
10. Which of the following best describes Dan Cake's product philosophy?
- a) Providing affordable luxury bakery products
 - b) Catering exclusively to premium markets
 - c) Offering organic and vegan baked goods only
 - d) Developing high-calorie, indulgent treats
11. What kind of innovation is Dan Cake currently focused on?
- a) Developing a faster baking process
 - b) Creating healthier versions of traditional baked goods
 - c) Reducing the cost of production
 - d) Automating all bakery processes
12. Which region has seen the most growth for Dan Cake in recent years?
- a) North America
 - b) Asia
 - c) Latin America
 - d) Africa
13. What kind of partnership does Dan Cake often engage in?
- a) Collaborations with local bakeries
 - b) Partnerships with large supermarket chains for exclusive products
 - c) Joint ventures with packaging companies
 - d) Sponsoring global baking competitions
14. How does Dan Cake primarily gather feedback on its products?
- a) Through social media channels
 - b) Customer surveys and retailer feedback
 - c) Direct in-store sampling

- d) Focus groups with industry experts
15. Which of the following is a key focus of Dan Cake's employee development programs?
- a) International travel opportunities
 - b) Leadership training and skill development
 - c) Specialization in baking techniques
 - d) Rotation in different departments

3.8 We have MCQ's besides some questionnaires for employees

3.8.1 Job Role & Responsibilities

- Can you describe your daily responsibilities at Dan Cake?
- What are some challenges you face in your current role?

3.8.2 Work Environment

- How do you feel about the work environment at Dan Cake?
- Do you feel supported by your team and management? If yes, how? If no, why not?

3.8.3 Training & Development

- What training or development opportunities have you found most useful?
- Is there any additional training or skill development you would like to pursue?
- Do you feel that Dan Cake invests enough in employee growth?

3.8.4 Work-Life Balance

- How do you manage your work-life balance at Dan Cake?
- Are there any changes you'd suggest to improve work-life balance for employees?

- Do you feel the company supports employees in maintaining a healthy work-life balance?

3.8.5 Company Culture

- How would you describe the company culture at Dan Cake?
- Do you feel comfortable expressing your ideas or concerns at work?
- What could be done to make the company culture more inclusive or supportive?

3.8.6 Communication

- How do you prefer to communicate with your colleagues and supervisors (e.g., email, in-person, messaging)?
- Do you feel that communication within the company is clear and effective?
- Are there any areas where you think communication could be improved?

3.8.7 Job Satisfaction

- What motivates you to come to work each day?
- Are there any aspects of your job that you would like to change?
- How satisfied are you with the recognition and rewards you receive for your work?

3.8.8 Team Collaboration

- How well do you feel you collaborate with your team?
- Are there any tools or support that would help improve teamwork?
- What do you think makes a successful team in your department?

3.8.9 Feedback & Suggestions

- What's one thing you think the company could do to improve employee satisfaction?
- Do you have any suggestions for how the company could improve its products or services?
- Is there anything you would like management to know about your experience working at Dan Cake?

3.8.10 Career Growth

- Where do you see yourself in the company in the next few years?
- What opportunities do you see for innovation in the bakery sector, and how is Dan Cake positioning itself to capitalize on them?
- Do you feel there are opportunities for growth within Dan Cake?
- What would help you reach your career goals within the company?

3.9 Questionnaires

Questionnaires are essential for system analysis because they allow analysts to gather structured information from a wide range of users efficiently. By distributing them to many stakeholders, they ensure diverse perspectives are captured.

Questionnaires provide standardized data that can be easily compared, helping identify user needs, system performance issues, and improvement areas. They also offer both quantitative and qualitative insights, allowing for a deeper understanding of user experiences and expectations, which is crucial for creating a comprehensive system analysis report.

We have used the following questionnaire to collect information from the employees and staffs of Next Generation Fashion Ltd.

3.10 Conclusion

Dan Cake Bangladesh, a joint venture between Dan Cake A/S Denmark and Pandughar Limited, employs a thorough Information Gathering methodology

to optimize operations, maintain high product quality, and increase market share while following worldwide food safety requirements. The company's workflow is designed to ensure efficiency and quality, using advanced European technology and a HACCP system for product safety. This technique helps to preserve a competitive advantage and promotes innovation.