



Yummy

The slogan:

Dessert Always Comes First



Cairo University

Yummy

Team Member	ID
Nourhan Amr Abd El Wahab Fathy	20201203
Aya Hasanin Sayed Abd elmaged Ayad	20201041
Donia Ahmed Abozeid Mohammed	20201060
Hager Mohamed Abdelhalim	20201206
Nada Mohamed Ahmed Gad Elkareem	20201191
Suhaila Mahmoud Mohamed	20200235
Zeinab Ali Ahmed	20201083
Razan Abu Bakr	20200775

Under supervision:

Dr. Doaa Saleh

Project idea

Dessert and patisseries brand

Introduction

In Egypt, if you want to start a project and you want to guarantee project success you can choose a project related to eating. Because Egyptians love eating so much. so our project will be a dessert and patisseries brand. Desserts and patisseries can be bought by people for their homes on an almost daily basis, especially women, and they are necessary for celebrations and birthdays, as well as sweets and chocolate, are among the basics of holidays and occasions. But there are many brands for this. what does make our brand different? We will see that.

Planning:

Organization objective:

Dessert and patisseries brand, the goal of which is to

- Achieve max profits.
- Satisfy the customers who deal with us.
- Make them trust our products and services.
- Make our brand so popular with high quality and cleanliness and good prices.
- Contribute to society by providing youth with job opportunities.

Objectives in more detail:

To maximize profit, we should attract an enormous number of customers to increase sales then we can open various branches in different places to target suitable customers. Also, to satisfy the Customer's needs and make them happy .we should Focus on quality, cleanliness, and good treatment with them and facilitate the services by making them book tables and special orders remotely and facilitate the process of booking on our website. Because our project is not just a place to sell dessert, it will include a place like a café for sitting, ordering snacks, drinks, and desserts to eat, and celebrating birthdays or any occasion. In addition, there will be an area for kids. We will provide our brand with all possibilities like amusement facilities such as air-conditioning devices and television to draw attention for some time which make our brand the favorite for customers. We need to make our brand so popular with high-quality and cleanliness and good prices and advertising about our brand on our website or in signs or on all packaging tools will help us to be popular and the palette of the sweet shop should be attractive and big in size. We will have a factory for the manufacture of sweets, chocolates, and pastries that considers the highest levels of safety and health. what will we sell in our place? First, it will consist of two floors ground floor will be used for showing the dessert in the display refrigerator and ordering. But upstairs will be used as a café which can be used for organizing birthdays and occasions. Customers can order the orders from our Facebook and through the telephone, Email.

We will divide our menu into different sectors:

- 1- Sector for Eastern Desserts like Halva, Kanafeh, Kataifi, Atayef, Basbousa, Balah El Sham, Umm Ali,



2- Sector for all types of chocolates



3- **Sector for western dessert-like** Red Velvet and Vanilla Cream Pudding (Eggless), Chocolate Cake with Ganache and all types of cakes, Banoffee Pie, Triple Chocolate Brownie, Mango Cheesecake, Pineapple Cherry Crumble, and cookies.



4- **Sector related Eid occasion** has desserts like Maamoul, Ghraybeh, betfour, and kahck.



5- **Sector for patisseries** like Doughnuts, pizza, buns, Rosa's Biscuits, baton sale, bath, and Cinnabon.



6- **The sector related to the café** will introduce hot and cool drinks

- Hot drinks like Easy Chai Tea, Spicy Mulled Wine, Creamy Caramel Latté, Warm Mulled Cider, Spiced Hot Cocoa, and all types of coffee.
- cool drinks like Hibiscus Mocktini, Ginger Beer, Espresso Slushy, Iced Green Tea with Ginger and Mint, and Watermelon Mint Cooler.



List of alternatives:

- If the website falls, I will maintain it to avoid loss of customers.
- The lack of trained manpower, providing a specialized trainer to train workers
- If we order a large order and there is left of it, we must do an average for the week and increase the amount by 10% for Friday and Saturday and order the imports on this quantity only
- If we want to ensure the quality of products, we should do a questionnaire to take the opinions of customers on the products.
- How will we deal with canceling reservations or orders on the website?

Roles of employees in our organization:

- **Manager**

He will be responsible for organizing, assigning specific tasks for its employees, rewarding those who work hard, and financial transactions. He should be wise enough to solve any unexpected problems.

- **Manager of the factory**

He will be responsible for organizing workers who work in the factory of dessert and writing what the factory needs then telling the manager about the shortage.

- **Chief**

He will be responsible for the kitchen, and everything related to it, baking patisseries and cakes and writing what the kitchen needs then telling the manager about the shortage.

- **Workers**

They will work in the factory or the kitchen with the chief.

- **Waiters**

They will work in the café that will be on the up floor.

Develop plans for purpose chose alternative:

Factors Necessary for a Successful MBO:

1. Top management must be dedicated to the MBO process and establish appropriate organizational goals.
2. Managers and subordinates must collaborate to define and agree on individual objectives.
3. Employee performance should be carefully assessed against predetermined goals.
4. Employee performance reviews must be followed up on by management, who must reward staff appropriately.

Pros:

1. Consistently highlights what should be done in an organization to attain its objectives.
2. Ensures staff commitment to the organization's objectives.

Cons:

1. Developing objectives can take a long period.
2. Increases an organization's paperwork volume.

The planner's qualifications include:

1. Within their organization, they have a lot of practical experience.
2. Know how the various sections of the organization interact with one another.
3. Recognizing patterns and knowledge to determine how the organization should respond to them.
4. The ability to work cooperatively with others.

The main objectives of every organization are:

Organizational goals can be broken down into three categories:

- The goal of management is to maximize profits.
 - The provision of desired economic values (goods and services) to clients justifies the existence of a company.
 - Managers have social responsibilities to the ethical and moral codes of the society in which the business operates.
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- ✓ Let's start with the first point, every manager wants his organization to succeed to maximize his profit so how we can maximize profits in our project we should be the best in this field by high quality and good prices of our products to attract customers and increase sales. We should put a perfect plan and alternatives to achieve this goal.
 - ✓ The second point talks about satisfying people's needs for products and services and our project will achieve that.

The third points talk about contributing to our society and what we will do by providing job opportunities for youth by working as waiters, chefs, and workers in our brand

Organizing:

Reflect on plans and objectives:

To achieve the success of the project, choose a good location in which you will open the shop because it has a very important role in making a profit, Choosing an acceptable price for sweets that is not higher than the market price and is not inclined to higher prices or lower costs, Cleanliness is the most important factor in the project, because sweets are a food product that will be sold to people, and cleanliness is the most important factor in its success, Paying attention to the distinct taste of the sweets that are produced, and making sure that they are fresh, delicious and with a distinct taste, Paying attention to how to deal with the customer, so that you are cheerful and have a smile and are patient and do not let anyone come to you without buying anything, even if you do not have his basic request, create pages in the name of the sweets shop on social media sites with attractive pictures of products and make offers to buy from the shop.



Establish major tasks:

It is necessary to determine those work activities which are necessary to accomplish the project objectives. so, it is essential to prepare a list of tasks to be done. Therefore, there is a need to classify the tasks into several parts:

1-general activities: such as shipping and storing.

2-specific activities: such as cooking food and serving customers.

Divide major tasks into subtasks:

Subtasks are a useful way to organize large, complex projects, according to many people, Project leaders feel empowered and secure in completing a large project by dividing it into parts, leading the project to success.

1- Shipping:

Providing several buses dedicated to transporting the products required for cooking sweets,

Provide several motorcycles for the delivery of sweets if they are not requested from the restaurant location.

2 - Storage:

Providing a room dedicated to storing cooking products and spare cooking machines, equipped with refrigerators, tables, and a source of ventilation.

3 - cooking food:

To cook desserts, a skilled and quick chef must be chosen to take orders, provide important equipment for cooking, and provide medium or high-quality cooking products.

4 - Customer Service:

Appointing and selecting employees, dividing them, and appointing them for their appropriate tasks, setting the basis, which is choosing a skilled chef, appointing mid-experienced employees to help the main chef.

Appointing an employee to receive requests for the sweets department

Appointment of an employee to receive requests from the drinks department and Side dishes

Appoint an employee to serve food to the customer and clean the restaurant.

Allocate resources and directives for subtasks:

Because the appropriate employee must be matched with the right job and given the resources to do the tasks assigned, this stage is crucial to organizing. The restaurant's management must decide who will take orders, and set, and clean tables, Management must also ensure that sufficient food, utensils, and cutlery are available.

Employees:

- Chef
- An employee to receive requests.
- An employee to receive phone orders, serve food orders in the restaurant and do cleaning work.
- An employee for delivery orders.
- An employee for Financial Audit

Resources:

1-Materials used in making foods and sweets such as eggs - flour - nuts - sugar - some dried fruits - chocolate - vanilla - baking powder...etc.

2-Kitchen utensils such as plates, spoons, trays, forks, knives, etc.

3- A special machine for making dough.

4-Egg beater

5-Electric oven or regular oven, And Induction Cookers

6-Cash register, machine to accept the visa

Evaluate results of organizing strategy:

In this final step, feedback about the outcomes would determine how well the implemented organizational strategy is working. This feedback would also determine if any changes were necessary or desirable in the organizational set-up

complaints and suggestions from customers:

- Create a children's area
- Change the decor of the cafe to something more modern
- Training employees to increase work efficiency and increase customer satisfaction
- Renovation of the entrance to the restaurant
- price adjustment
- Adding central music to keep the customer entertained
- Manufacture of uniforms for employees
- If we order a large order and there is left of it, we must do an average for the week and increase the amount by 10% for Friday and Saturday and order the imports on this quantity only
- If we want to ensure the quality of products, we should do a questionnaire to take the opinions of customers on the products.

Influencing

1. Communication

We all know that most people converse multiple times every day. This is very evident in the workplace, such as ours, thus managers such as (SEO, project manager, poss., etc.) must be effective. manager communicates with his workers every day and workers communicate with each other, so communication is very important in completing the work perfectly. in our brand customers in our brand, we make sure that the customer expresses his opinion on desserts, food, and service, this is a kind of communication between customers and the company through our page on Facebook.

Interpersonal communication

There are three steps to interpersonal communication.

- 1- **The source**: the managers who will formulate and distribute the information or message to workers
- 2- **The signal**: the message or the information said by managers will be communicated to others.
- 3- **The Destination**: the workers (employees, marketers, chefs, security, etc.) who will hear and comprehend the message.

If we want to discover whether our interpersonal communication is effective or not, we must distinguish between the successful and failure with an important point. Now that we wish to learn how to communicate effectively, we will discover that.

Effective communication is based on six principles:

1. Establish a Warm Atmosphere.
2. Actively Engage People's Interests.
3. Be Believable.
4. Speak with Your Voice.
5. Use Gestures Well.
6. Remember That Your Knowledge Is Limited.

1. Establish a warm Atmosphere

Your employees will turn to you as a leader to set the tone for the day and to represent the company. Maintaining a cheerful attitude in all facets of the profession will spread positivity and make everyone's day more enjoyable.

Although work can be stressful at times, there is never a legitimate reason to be rude or disrespectful to coworkers. When you show that you care about your employees and their well-being, it will show in their behavior and work, and it can assist varied teamwork more easily when there is mutual trust and respect. Active listening is the foundation of effective workplace communication. Encourage colleagues to express themselves and share their ideas, but don't interrupt them or start telling them what to think as if you hadn't heard them at all.

3. Actively Engage People's Interest

Spending time with and getting to know your staff is a simple and effective strategy to engage them. Learning about their families, backgrounds, and personal ambitions allows you to build a closer relationship with them as a manager. Make time during the day to greet them, inquire about their families, and learn about their hobbies. You must not only monitor many aspects of the business as a manager, but you must also ensure that your personnel comprehends what they are doing. Training tailored to their job descriptions might help employees feel more confident in their abilities.

4. Be Believable

You won't succeed as a leader unless you're credible, no matter how great your resume is. That's why, along with being able, connected, and dependable, believable is one of the four cornerstones of the ABCD Trust Model in my book, "Trust Works!" "Four Steps to Creating Long-Term Relationships."

Is it merely a matter of telling the truth to be credible? Telling the truth is essential, but it is only the first step. Cynthia Olmstead, Martha Lawrence, and I identify seven effective practices in "Trust Works!" that will make you convince.

Maintain confidentiality. Your credibility will suffer if you can't be trusted to maintain a promise. Being entrusted with sensitive information is an honor. Confidentiality reveals your integrity and develops your relationships.

5. Speak with Your Voice

What is the purpose of the voice? The voice was created to communicate. You communicate with others by using your voice. For those who are unable to communicate verbally, Communication is simple to accomplish, but it is powerful.

People around you frequently talk and make uninvited remarks. Don't be afraid. This is a fantastic moment for you to show your strength and speak up. Allow yourself to be heard. Allow people to hear you if you know you're telling the truth. It's just as vital to choose phrases that are acceptable for the situation but not distracting.

The voice should be full of passion and conviction and appropriately portray the situation. Speaker's thoughts

6. Use Gestures Well

People make gestures when they speak. The gesture is a key component of language that adds distinctive and relevant information to a spoken word while also reflecting the speaker's underlying knowledge and experiences.

Theoretical perspectives on speech and gesture suggest that they have the same conceptual basis and are intimately linked, overlapping in time, meaning, and function to enrich the communicative context. We examine a large body of research from the field of psychology that demonstrates the benefits of gestures for both speakers and listeners in terms of communication and their critical cognitive roles in structuring spoken language and helping problem-solving, learning, and remembering. Despite this data, gesture in people with neurogenic communication impairments has received little attention.

7. Remember That Your Knowledge Is Limited

You should not speak about something over which you need to deliver information to others and must speak honestly about what you know and deceive others do not fool customers by advertising for untested products well and so we have the department of quality to take care of the quality of the products we offer to customers and the Department of marketing is keen to credibility Always

Successful communication: The information that the sender intends to convey is the information that the receiver comprehends.

It's like a formula, but it's the truth. This is the most important aspect of becoming successful in interpersonal communication.

Unsuccessful communication: The information that the source wishes to convey to the destination differs from the meaning that the destination draws from the transmitted message in interpersonal communication.

Feedback:

The feedback is the reaction of the listener to what you said the manager needs to know the reaction of his employees to his instructions.

There are two types of verbal and nonverbal:

Verbal: It is the feedback that is expressed by speech or writing; it is simply the word uttered or written.

Non-verbal: it is the feedback that is expressed by tones, body language, gestures, eye contact, voice, touch, etc.

The importance of non-verbal communication: To begin with, we might state that nonverbal communication is crucial in communicating our feelings. Happy, content, confident, startled, eager, exhausted, stressed, sorrowful, and other emotions Almost all of these are represented through various body motions and facial expressions. We can understand one another by judging each other's facial expressions. When someone tears, for example, it indicates that something has happened to him or her, and others may be able to assist. Nonverbal gestures are the first thing our recipients notice, even before they hear a single word. These symbolic messages may serve as a visual representation of emotion, yet our words send a different message.

2. Leadership:

Leadership is the art of influencing the surrounding people to achieve the goals of the group willingly. What the minister does in his state, the captain does

in the stadium, what and the manager must do in his organization. Leadership is not an

easy thing, but the leader must have special qualities.

Leadership process:

Leadership is a process by which the individual affects a group of individuals and

leadership lies in the interaction between the leader and the follower, not within

the leader himself. The process of leadership requires some flexibility. The leader

must be good at listening as well as good at giving advice.

Our project is based on the union and that all individuals cooperate to achieve one goal and the project will be since the chief commander will

lead people and those people will lead other people, and therefore there will be

some organization that will make the project based on a pillar. All the institution

must interact with each other and are good at accepting the opinion of each other and

respect their superiors.

Leadership property:

Leadership, as we mentioned, has special qualities, the most important of which is the characteristic of influencing others and other qualities. Leadership has a special character in the following qualities.

1-Leadership maybe like management, but it is not, although they are related to each other. A person can be a good manager, but not a good leader, or vice versa. Effective organizations need both leadership and management. Leadership is required to bring about change, but management is required to create organized results.

2-Leadership is a necessary thing for management, and therefore the ability to lead successfully is one of the keys that make you an effective and distinguished manager. You will have to combine resources and at the same time lead the group to achieve the goals of the organization.

3-Motivation is one of the most important qualities that a leader must possess to make his followers perform their tasks to the fullest The leader can motivate or discourage them by creating a favourable or unfavourable work environment. A good leader has the skill to understand the characters and thus know the appropriate way that goes with them to perform better and encourage them for the better and knows how to give them orders in a smooth way.

4-Also, one of the most important qualities that a leader enjoys is that he requires a lot of physical and psychological aspects. He must have strength, ability, and authority. This is from a physical point of view, as well as balance, control of feelings, enthusiasm, and energy, and that is from a psychological point of view.

Controlling

It must be worked on the system that he receives orders from faster and that customers receive the highest number of applications at the same time in the branches and we should improve the service in our brand and must be in a specialized department for quality to review the quality of products and quality of service from time to time until the completed In terms of being sent a delegate to the branches that scan products and ask customers to service a second, the Application of the company must be improved service in it so that the customer can ask for his order without a login so that demand will be faster, better and must be developing on the service of the application from time to time because it will elevate revenue and earnings of the company and the satisfaction of customers and this is the goal that we seek behind

Analysing deviations

In all activities, some variation in performance is to be expected. As a result, determining the allowable range of deviations is critical. In addition, variations in critical areas of business must be addressed more quickly than deviations in minor areas.

Critical Point Control: Monitoring every action in an organization is neither cost-effective nor simple. Control should therefore be focused on key result areas (KRAs) that are crucial to an organization's success.

Management by Exception: Management by exception, also known as control by exception, is a key management control philosophy based on the premise that attempting to control everything leads to controlling nothing.

After identifying the deviations that require managerial attention, the sources of these deviations must be investigated. Deviations can be caused by a variety of factors. Unrealistic standards, flawed processes, insufficient resources, structural flaws, organizational limits, and environmental issues beyond the organization's control are among them.

The Importance of Controlling

Let us look at the necessity of control after learning what it means. Control is an essential management function without which the managing role in an organization cannot be carried out and even the best-laid plans can be undone. An effective control system benefits a company in the following ways:

1. Achieving Organizational Objectives

The controlling function is the implementation of measures that advance the organization's goals while highlighting deviations and indicating corrective action. As a result, it aids in the direction of organizational goals that can be accomplished by performing a controlling function.

2. Assessing Standard Accuracy

Management can check whether the standards set are accurate and objective using a competent control system. The effective control system also aids in keeping a close eye on the changes that take place in the organization and the environment, as well as reviewing and revising the standards considering such changes.

3. Making the Most of Resources

Another key role of regulating is that it ensures that each action is carried out in line with set standards and norms, ensuring that resources are used most effectively and efficiently possible to ensure their continued availability.

4. Increasing Employee Motive

Another key purpose is that controlling aids in the implementation of a good control system, ensuring that each employee knows what they can anticipate and what the performance standards are on which they will be evaluated. As a result, it aids in inspiring and developing their potential, allowing them to deliver greater results.

5. Maintaining Order and Consistency

Controlling helps to promote an atmosphere of order and discipline in the workplace, which helps to reduce employee dishonesty. It keeps a careful eye on employee activities, and by incorporating computer monitoring into its management system, the corporation can track and identify dishonest personnel.

6. Facilitating Action Coordination

The last and most crucial role of managing is to ensure that each department and employee is governed by pre-determined standards and goals that are well-understood and coordinated. This guarantees that the overall organizational goals are met in a timely way.

Corrective actions if needed:

Managers must decide whether to take action to correct performance when deviations occur in the final step of the control process. Detecting deviations and being able to take appropriate action are prerequisites for corrective actions.

Before remedial action may be taken, the true source of the deviation must often be identified.

There are three options for corrective action:

Normal Mode - Adopt a routine, crisis-free attitude; this takes longer.

As a custom crash mode, it saves time by accelerating the response time and directing the response to the problem area.

Paraplanner crisis mode - this method defines a pre-planned response.

decreases response time and improves the ability to deal with strategic unexpected

The following five general areas of corrective action are listed on the checklist below:

See the requirements. It's possible that the criteria won't match the requirements.

chosen objectives and methods A change to a specific norm is frequently met with resistance.

If the starting criteria are too high or too low, something is necessary. In these instances, it is the

It is the standard that requires attention, not performance.

Look at the target. Changes in environmental conditions or other factors may justify some deviations from the norm. The goal is important in these situations.

Performance modification can be more logical and rational than modification.

Look into strategies. Making internal decisions and taking corrective action can be difficult.

imply a shift in strategy A previously effective method can be modified.

due to environmental shifts, become inappropriate for a period

Examine the structure, system, or assistance. Your performance may deviate.

because of a lack of organizational structure, systems, or resources Each

One or more of these factors is explored in another chapter or section of this book.

review of activities Additional management training, additional training, more positive incentives, more negative incentives, improved scheduling, compensation methods, training programs, and job changes are the most prevalent modifications.

Employee replacement or a redesign

Managers may also try to sway external events or trends in their favor. ads or other forms of public awareness programs in such changes should only be made after the most thorough examination.

Adjustments in any of the above categories may need changes in one or more other elements, thus management should keep this in mind. Changing objectives, for example, is likely to necessitate new strategies, standards, resources, and activities. and possibly the structure and systems of the organization.