

RESEARCH ON BAKHRESA COMPANY LIMITED

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INTRODUCTION OF THE AZAM COMPANY LIMITED

Azam company ıs among the largest company ın east afrıca, Tanzanıa. Whıch ıs handled by prıvate lımıted company named bakhresa group. It has been developed as a pormınent famıly owned busıness group ın the regıon. That has well been establıshed ın the government industrialization polıcy .however, thıs company started ın mıd seventıes as a sole proprıetor wıth a small restaurant ın the port of Dar es Salaam. It produces dıfferent kınd of products ; food product, drınk products, transportatıon, azam tv, football team, marine transportation, football team.

HISTORY OF THE COMPANY

A prosperous East African entrepreneur who started with trading of seafood, sewing shoes, trading, potato and poster restaurant. Today is a millionaire who owns various industrial resources, as well as marine transport and domestic transportation, Azam is a word hindi. Started of as a marıne specıes ,skerleton and creatures trader to a cake and ıce cream producer ın the late 1970’s Mr Saıd Salım bakhresa opened up a restaurant, then later on decıded to ınvest ın agrıcultural products such as graın’s and rıce. After years goes by he started to produce soft drinks such AS AZAM COLA ,uhai,apple punch .bakery shop icecream shops and street venders selling ice cream ,football team ,radio station ,tv broadcasting station.

THE NATURE OF THE COMPANY

The Bakhresa Group has established companies dealing with variety of products from manufacturing of Food and Beverage Sector, Packaging, Logistics and Real Estate and has become a market leader because of innovation and entrepreneurship.

Bakhresa Group is composed of Said Salim Bakhresa & Co.'s, Bakhresa Food Products limited and large collection of other companies of various industries such as transport and logistics and real-estate. The group started in 1980s and ever since it has steadily been expanding its borders from Tanzania to the neighbouring countries and has been gaining a lot of market force over time. The group headquarter operates in Tanzania and Zanzibar, whereby subsidiaries are located in Malawi,Kenya, Uganda, Mozambique, Rwanda, Burundi, Zambia and South Africa.

 The main products from Bakhresa's company comes from the Kipawa Flour mill where various rice and grain products are being processed.The neighboring country of Rwanda  is dependent on Bakhresa's mill to provide 120,000 tons of wheat flour per year. The *Azam* brand is Bakhresa's most successful chocolate and ice cream manufacturer in Tanzania. While the company is managed by his sons, Bakhresa owns the company itself.

ORGANIZATION OF THE AZAM COMPANY LIMITED

Mechanistic organization tends to offer a less suitable environment for managing the creativity and the innovation process. "The channel of communication is highly structured, there is restricted information flow, and operating styles are uniform and restricted. Authority for decision is based on formal line management position and the management is reluctant to adapt changing circumstances". Therefore Bakhresa group of companies use the mechanistic organization structure which offer less suitable environment for innovation and creativity.

The management of the Bakhresa Group is committed to long-term growth rather than short-term profit and the organization is willing to invest in the long-term development of technology and is aware of its threats and opportunities".

As seen in the Bakhresa group of companies technology is highly applied, most of the tasks are machinery operated. On the other hand the Company has a well supported IT system to run its day to day operations. Being an entrepreneur Bakhresa took a great risk to even in the foreign land and still think to spread its wings all over the African countries.

The Bakhresa group seems to follow the Mechanistic organization structure, because their channel of communication is highly structured, there is restricted information flow, and operating styles are uniform and restricted. Authority for decision is based on formal line management position and the management is reluctant to adapt to changing circumstances.

FUNCTION OF AZAM COMPANY LIMITED

Bakhresa Food Products Limited (BFPL) is based in Dar Es Salaam, Tanzania and produces high quality, delicious and nutritious "Azam" brand Ice Creams, Fruit Juices, Frozen Chapattis and "Uhai" (means "Life" in Kiswahili) brand Pure Drinking Water.

Azam Bakeries, the largest bakery in Tanzania, produces the popular Azam brand bread, cakes and donuts. The state of the art technology is used for producing the bakery products making the company proud of supplying essential food in the country.

It has a modern biscuit factory producing the finest varieties of biscuits. Many varieties of biscuits such as Chai, Creams, Glucose, Coconut, Nice, Marie, and Shortcake are popular in the country.

And also it traines and manage a football team known as azam fc ,and operates a tv broadcasting station named as azam tv and it also oversee’s transportation of goods to other neighbouring countries.

STRATEGIES OF THE AZAM COMPANY LIMITED

OPPORTUNITES

## The Bakhresa Group, given the importance of innovation, has spent enormous sums of money trying to develop an environment that fosters innovation. The Bakhresa Group is aware of developing a reputation for innovation which helps propagate a virtuous circle that reinforces Group's abilities.

STRENGTH

Bakhresa group of companies is now expanding towards all over the Africa supplying services and products. The company mainly caters through the food and beverage products and service products.

Improving environmental performance through efficient operations,reduced impacts, natural resource and cost savings, long-term availability of raw materials and water, sustainable, profitable growth.

To achieve there ambition of producing delicious food and beverages that also have better environmental performance, we strive to continuosly improve the operational efficiency and environmental impact.

THREATS

The structure of Bakhresa group of companies lacks the product champion and technical innovator.

 Despite various organisation that falls under the shadow of the Bakhresa group of companies the top management of all sub companies is comprised by family members, something that might bring trouble when family instability happens.

And also its threaten with other competators such as Mohammed enterprise company limited and other foreing companies.

WEAKNESS

Weak customer service hurts **BAKHRESA COMPANY** reputation and causes customers to flee to competitors, who are more respondent "Customer Service (BAKHRESA COMPANY)" will have a long-term negative impact on this entity, which subtracts from the entity's value.

A weak cost structure means **BAKHRESA COMPANY** costs are high in comparison to their competitors "Cost Structure (BAKHRESA COMPANY)" will have a long-term negative impact on this entity, which subtracts from the entity's value.

Air pollution and noises in their factories disturb’s the surroundings in the community, which affects the environment.

Reference:

BAKHRESA COMPANY LTD;(2013);about us; http://bakhresa.com/about-us/business-principles/