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| Preliminary report |
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| McBride’s Enterprise | Info@McBride’sEnterprise.com |

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|  | OverviewDecorative |
| This report serves to give insight into McBride’s Enterprise sales performances across the different operational territories. It also serves as a basis to make key strategic decisions going forward.  Performance pointers indicate that most of the sales come from Government and Small Business customers with the best performing territories being The USA and Canada having $25million and $24.88million respectively. Within those territories the best performing products are Normal paper and Cardboard paper with a sales market share of 29.16% and 20.5% respectively.  The worst performing territories within the report have been highlighted to be Germany and Mexico having sales figures of $23million and $20.9million respectively. Within those territories the worst performing products are Blotting paper and Acid-free paper with a sales market share of 12.39% and 13.37% respectively.  McBride’s Enterprise wants to implement a payments solutions service for their product offerings to increase sales and reach more customers across more territories. |



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| Introduction | |
| **McBride’s Enterprise Profile**  McBride’s Enterprise was established by Brian C McBride in 1959 in Oklahoma City in the State of Oklahoma, USA. McBride’s Enterprise prides itself with producing quality products for its customer using the most sustainable methods possible. It aims to become a carbon neutral company in the future.  With a workforce of 5000 spread across offices in Canada, Germany, Mexico, France and USA. McBride’s Enterprise is listed on the Stock Exchange trading as MBEX with their current CEO being Tom McBride; son of Brian McBride.  **Product/Service Offered**  The company manufactures and sells paper and special paper for specialized purposes (paper money and etc) to public organizations, private organizations and individual customers. The following products are sold:   * Book paper * Acid-free paper * Blotting paper * Normal Paper * Special paper * Cardboard paper | |
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| Bar graph with upward trend BUSINESS  PRIORITIES   * Increase sales * Enter new territories  List ADDED  PRIORITIES   * Improve online presence * Decrease administrative costs  Group brainstorm EMPLOYEE OPPORTUNITIES   * Internship * New I.T department |  | GOALS | |
| * Redesign website * Integrate a payment service * Create DBMS * Train staff on operating * On-going support   McBride’s Enterprise needs a payment solution that will seamlessly interact with its existing infrastructure helping boost its sales and reduce administration processes involved in the sales process.  The goal for the first quarter is to design, implement and train their workforce with the new software so the business can set out to grow its business.  Looking at figure 1.0 it’s evident that the best performing products are Normal paper, Cardboard paper and Special paper, noticeably in the Government and Small Business sectors. These products should be the primary focus to increase sales with the new payment’s solution, this could also be implemented to break into new territories.  Poor performing products such as blotting paper and acid-free paper account for 24.6% collectively. Although they are poorest performers they still account for a significant amount of sales. Launching a website will give more exposure to these products with the increased traffic.  Figure 1.0 | |
| Cut the paper, paste it on a server. | | Decorative |
| WHAT’S NEXT |
| Going forward, the aforementioned services required will be addressed.   * A payment solutions system will be made. * A database management system will be designed. * A new website will be made. * Implementation of the product and services will be made once the customer is fully satisfied with the outcome. * Staff and any other concerned parties will be trained on how to use the product/service. * Ongoing support services will be provided if problems occur in future.   Meetings will be scheduled as and when needed to receive feedback from the customer to make the necessary adjustment or additions. DecorativeSummary The goal of this preliminary report is to outline the current view of McBride’s Enterprise sales performance to properly drill down on what kind of products/services need to provided.  At the end of this document the overview performance of McBride’s Enterprise will be found. A more interactive report can be provided on request. |

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| Results from last year |
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| Graphical user interface, website  Description automatically generated |
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