Business Principles and Management Assignment

Introduction

Contents

History and Background

1. Founder(s) Background
2. History
3. Starting, Growth, Maturity and Peak Business Progression

Assets, Logistics and Overall Performance

1. Workers, Labours or Employees
2. Branches and Outlets
3. Owner(s)/Founder(s) Net Worth
4. Company
5. Promotional Approach and Advertisement Campaigns
6. Performance Graph
7. Subsidiaries (if any)

Products

1. Inception and Design
2. Itinerary or Menu
3. Quality
4. Products’ Target Group(s)
5. Bestsellers, Hits and Flops

Extras

1. Awards
2. Partnership
3. Competitors and Rivals
4. Testimony, Feedbacks and Public Approvals
5. Complaints and Critiques
6. Future Improvements and Goals

Conclusion