**Da’Mailers Business Proposal**

A System Project

Presented to the Faculty of Instructions

College of Industrial Technology

Carlos Hilado Memorial State College, Talisay City

In Partial Fulfillment

Of the Requirement for the Degree

Bachelor of Science in Information System

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February 2014

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14. **Introduction**

The desire for sweets and other incomparable taste of childhood advocates has not changed in years. Through emails and messaging the six advocates with fame and fortune from different countries congregated to establish their dream and purpose since they were in college. Back then, these six advocates desire to establish one of their own built desserts company with uniqueness in quality and incomparable taste among other companies. With self-determination, perseverance, patience and faith with God, they would create a corporate team to achieve the business goals.

This proposed business for desserts will unlock their purpose from the past years. Da’Mailers Desserts is originated from the combined names of advocates namely Dacudag, Artagame, Malata, Ariel, Ilustrisimo, and Esmino. These six advocates have declared its dedication to Da’Mailers Desserts Company.

Da’Mailers Desserts will be established using some of the best available ingredients along with extensive knowledge and skills. It will be located at 27th Lacson Street, Bacolod City, Negros Occidental. Da’Mailers will be able to produce and supply to large consumers, corporate clients, and to individual customers. With quality control staff monitoring production from start to finish and premises designed with food safety and health, it can produce even fabulous desserts for the ever - growing customers.

**Company’s Mission**

Delight customers with an unmatched food experience that delivers superior value and to offer quality products.

**Company’s Vision**

To be the unparalleled leader in the distribution, development and marketing of natural desserts and specialty food products by fulfilling the highest standards for quality, consistency, and sustainability, value-added support services and integrity in our business and personal relationships.

1. **Production/Service Description**

Da’Mailers Desserts will render delightful desserts that may be served in any occasions like weddings, birthdays, anniversaries, and etc. With the finest Chefs and bakers, Da’Mailers would create customized, delicious, extra ordinary and towering cakes for couples and celebrants for weddings and birthday events like debut and sweet sixteen, cookies for sweethearts during valentines, several varieties of breads for special events or normal consumption, cupcakes with customized letterings for gifts, and dairy products. Da’Mailers Desserts will be described as quick-service restaurants where customers are served on time. It also will gain a competitive advantage in take out and catered desserts.

As to this queue, the company created its own website as a move to a widespread to assist customers about the products. Also, it will modulate some of the important gatherings practiced in society and make it as an inspiration to generate such unique designs and materials in crafting products.

1. **Unit Description (organizational chart and description each)**

* **CEO** - the highest ranking executive in a company whose main responsibilities include developing and implementing high-level strategies, making major corporate decisions, managing the overall operations and resources of a company, and acting as the main point of communication between the board of directors and the corporate operations.
* **Operation Manager** work to improve and strengthen client relationships and ensure the successful continuance of business operations. They provide feedback, training, and other team development exercises. They work to ensure client satisfaction and consistent growth in revenue. Operational managers must have both a qualifying degree and a successful working experience in operational management.
* **Marketing and Communications** - develops, creates, edits, produces, implements, and/or purchases promotional communication and manage the marketing budget.
* **Business Support** - provide administrative support to ensure the organization’s aims are met and deadlines are achieved. This includes arranging meetings, collation of agenda papers, minute taking and distribution. Arranging and running various network meetings including preparation of information, training materials and presentations.
* **Finance Officer** has responsibility for maintaining and further developing financial record keeping and reporting systems, and for assisting with the maintenance of administrative systems.
* **Human resources (HR)** officers develop advice on and implement policies relating to the effective use of personnel within an organisation.
* **Sales and Distribution Officer** - direct and motivate the sales team in order to achieve the overall sales objectives; implement the sales strategies plans; sales opportunities by identifying appropriate business targets; provide a professional and excellent level of customer service with existing and new customers.
* **The food service supervisor is** responsible for supervising food being prepared in the kitchen. The supervisor is generally in charge of working with various vendors and testing the foods prepared in the kitchen. Supervisors sometimes are in charge of training other food service employees and obtain commodity foods or ensure nutritional standards and procuring supplies and food products.

1. **Market Assessment**

Da’Mailers Desserts will pertain to distribute products in a local type of market in a massive volume. It is also aiming for a wide location for distribution and product delivery. The company will aspire to provide these products to the couples and celebrants of any important occasion but also will consider normal consumers who are just aiming to fill their yearning for sweets.

In coming years, Da’Mailers Desserts will be known for its quick – servicing and quality products. It will also offer a customer – friendly prices based on quality and size of the product.

Da’Mailers will offer a membership fee of P1000 valid for 1 year. Members of the company can avail 10% discount in every purchase products. Senior citizens will have 5% discount in every purchase.

1. **Competition Analysis**

Da’Mailers Desserts will have major competitors. The Bascon in the 27th Lacson Street in Bacolod and Calea are among of the competitors but still, it will have strengths to compete with these big restaurants. Da’Mailers will have its own uniqueness of products, the quick service it offers to customers, and the affordability of the products.

The weaknesses the company may face will be customer communications, online fraud and environmental impact such as the weather. Without customer communication, it could be possible not to gain repeat purchases. Online fraud can be a factor of losing profit on sales. To prevent downfall of the company, Da’Mailers team can avoid and make additional strategic plans to those risks that might occur in the company.

The company will be able to achieve its competitive edge. Da’Mailers will have a potential that could lead to a success. One is the potential to gain excellent offers from the sources of the products. Also, the company’s finest chefs is able create delicious, fabulous desserts and drinks.

As to our competitors, they are currently on stable profits. Competitors run their company in smooth operation. Likewise, Da’Mailers will effectively compete with these big competitors.

1. **Marketing Strategy**

Da’Mailers Desserts can be recognized through online visitation of a target market. Its website will have an approach on different selection of the products it offers. The local market can order any products on website and the selected item can be delivered for a distribution.

The fabulous and paramount desserts made by one of the best chefs will attract customers. Desserts will be well created and will have an incomparable taste in town. Customization of designs based on calendar events such as hearts for valentines, clovers for the celebration of the month of St. Francis, bells and balls for Christmas, fruits for New year, eggs for Easter, pumpkin designs for Halloween, Festivals, Christening, nuptials, and many more.

To ensure customer satisfaction, the company will engage into a superb way of servicing and high quality products. Customers will be reached through fliers, newspaper advertisements and special holiday promotions.

1. **Technical or Production Analysis**

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1. **Prototype of Sample Product**

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|  | Brazos is a type of rolled cake (sometimes referred to as jelly roll) made from sheet of soft meringue with custard filling. This heavenly cake can be considered as one of the all-time favourites in town. It can be prepared in 25 minutes. Price: Php 250.00 |
|  | A quick pure of fresh strawberries and lemon zest creates a delicious fruit floater for this ultra-creamy milk shake. Price: Php 75.00 |
|  | Black Sambo is a two layered gelatin (you can also prepare a 4 layer) made of creamy milk and Chocolate. You can use circular shape molds or rectangular for preparation*.* Black Sambo is very affordable and easy to prepare. Price: Php 40.00 |

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1. **Management Capability**

Da’Mailers Desserts will be slow to hire people in the first few years of operation, but very loyal to those who are hired. Most of employees will be part-time as the majority of the work will be done by the chef.  As the company grows, new employees will be trained and supervised by original employees who have been promoted to a leadership position.  Employees who will be dedicated to the success of Da’Mailers should be rewarded.  They will be leaders in the future company developments.

1. **Required Financing**

Our start-up costs come to Php4, 000,000 which is mostly kitchen equipment, store furnishings and construction, and starting inventory expenses associated with opening the first business. The start-up costs are to be financed by the advocates’ partnership. The estimated growth rate on sales and production will be 10% annually.

1. **Economic Impact**

This business can give a big impact in our economy – lots of jobs will be offered. This also can have local food sales by farmers. More local food purchases by desserts business. There will be job creation as a result of local food production, processing, and utilization. This can also support the development of regional food systems.

1. **Conclusion and Recommendations**

Da’Mailers Desserts will become a very popular in a new business venture and for consumers seeking to satisfy customer. The business concept is very straightforward. Da’Mailers will offer customers menu options including cakes, pastries, and drinks. Ideally, the location that has a large volume of people walking by, many customers will be attracted by impulse buying urges. Additionally, very popular items on the menu can also be made and packaged under the name of Da’Mailers and can be sold throughout the community. This local business will be both sustainable and profitable.

1. **Appendices**

Our competitive edge is our unique niche in the market.  Although restaurants, cafes, bakeries, ice cream shops have an established position in the marketplace, none are quite like Da’Mailers Desserts.  We will be offering the customers a completely new experience and high quality product.

While price may be a factor when competing against other desserts businesses some consumers who are already conscious of a better quality product might be willing to pay extra amount of money for an extraordinary dessert. Da’Mailers will always present desserts in a unintimidating manner.

**Refences:**

# http://[www.leopold.iastate.edu/local-food](https://www.leopold.iastate.edu/local-food)

# Htt://[www.bplans.com/sample\_business\_plans.php](http://www.bplans.com/sample_business_plans.php)