

Bridgeford Foods Corp Firm Analysis

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Introduction

The US Bridge Foods Foods Corp Firm is placed in Weston, Florida. This association essentially works in the Business Activities at Non-business Site business/ industry inside the Business Services part. This association has been working for more or less 5 years. S Bridge Foods Corp is evaluated to create \$120,000 in yearly incomes, and utilizes more or less 2 individuals at this single area.

Industry Type

Bridgeford Foods is a premiere gourmet grocery store for those savvy shoppers who are searching for the finest meats, produce, cheeses, and wine. The owner, Kathy, works seven days a week, selects and orders the products, helps stock the inventory, occasionally runs the cash register and plays a part in almost every aspect of the company. She has overextended herself, and has no time to interact with her customers.

Problem Statement

Bridgeford Foods has several issues that can be analyzed and broken down regarding how the problem started. From finding the root of the problem, the gourmet market now has several issues to debate. The issues, with clearly stated situations above, can be directed into positive goals with a problem-solving approach for each. These goals are all attainable to move the company forward in a positive tier for financial success.

Performance Comparison

In a business organization like Bridgeford foods, the human resource offers a strong and powerful synergy for sustaining its competitive advantage if it is properly maintained, deployed, and utilized. From one perspective, the conventional type of people management practices is about a formal system which is used to manage employees in an organization and mostly concern with some administrative and transactional support services for them.

As the organisations started to recognise that human resource is an important and crucial element in any organization, it is also necessary to have managers who are responsible to manage, monitor and regulate the activities of the human resource

Key Issues

The risks associated with expanding the catering business is less than the risk of expanding the stores. Hiring a manager is necessary with or without the catering side of the business, so that cost does not change. Currently Bridgeford Foods is able to take care of the catering herself with very little cost. Expanding the catering business will cost money but with such high profit margins the risk is minimal. Even if the catering business is not as successful as hoped not much will be lost in that event.

Resources and Capabilities

Bridgeford Foods is looking to open a possible fourth store and needs to get a marketing strategy in place in order to do so. There are five steps that Kudler will have to implement in order to get a proper marketing strategy set into place as discussed above. The main point for the marketing strategy to emphasize would be in California the latest trend is healthy living and

organic food. Bridgeford Foods's gourmet grocery can offer the life style that is in trend, but with a specialty twist that no other store will be able to offer. Once Bridgeford Foods has a set customer base and the name Bridgeford Foods is synonymous with delicious and nutritious the expansion projects will market themselves.

Strategies

The best market research approach for Bridgeford Foods's would be; "the process of defining a marketing problem and opportunity, systematically collecting and analyzing information, and recommending actions" (Kerin et al, 2006). What this means is, the goal of marketing research is to collect as much information as possible to hone in on the correct way to announce the advertisement to make the opening of Bridgeford Foods's fourth gourmet grocery store a success.

Global Impact

The importance of Bridgeford Foods gourmet grocery doing the research and implementing a marketing strategy is to get the name and what the company can do for the customer out to the public and to develop customers. Marketing and competitive intelligence are key steps when trying to expand or open a new business. Competitive intelligence is where a company researches what the competition has in the process or is around a possible location. Bridgeford Foods's could expand on the marketing strategy by emphasizing the healthy produce and non preservatives in their food. In addition, performance management is one of the most significant tasks that need to be done in the organisations in order to motivate the employees and

the staff to perform better. There are a number of ways by which the performance of the people in the organization can be monitored.

Innovations

Technological advances have made it possible for businesses to advance beyond the traditional scope of the telephone and hard copy files. Changes in technology have created increasingly paperless companies. The internet is an open network and provides opportunities for all businesses. Bridgeford Foods, Kathy, can use the internet to have each manager upload each week's orders for her to review. She will not have to actually go to each store to review the order forms.

References

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