

Name: ordinance Nzula

Assignment 02

Student number: 53906632

Unique no: 567784

## **Question 1**

### **Title**

report on an investigation into 30% decrease in sales of the Hearthealth margarine

### **Terms of reference**

on 17 April 2017 management requested an investigation into the possible reasons for the 30% decrease in sales of the Hearthealth margarine. A recommendation to be submitted to the CEO and executive members of the Hearthealth food company by the end of June

### **Procedures**

1. A team visited nearest supermarket to conduct an interview to the customers about the Hearthealth margarine
2. A small piece of bread with Hearthealth margarine was served at the community centre to get feedback from the community members about this margarine
3. Food inspectors were invited to inspect the Hearthealth margarine to check whether it is good or bad.
4. Schools were visited with a piece of questionnaire for students and teachers to give their own opinions on the Hearthealth margarine and give comments on why do they like or hate it.
5. Meeting and visit was held with other margarine companies to check with their pricing
6. Private survey was sent to staff members to give their opinions on Hearthealth margarine.

### **Findings**

1. Total number of customers that were interviewed were 1000 and 50 support and love the margarine says it is good and healthy. 25 doesn't know the brand since it is new and

the other 25 comments that it is not easy to change the old brand to the new brand because you already used to the old one so they did not recommend it because it is new.

2. After the Hearthealth margarine was served at the community centre with bread. Out of 100, 50 decided not to change the type of margarine they were already using before but mentioned that Hearthealth margarine is good anyway. 30 complained about the ingredients used the smell of margarine and its taste. 20 said they will give it a try.
3. Food inspectors were invited they inspected the margarine and found that there is nothing wrong with margarine and there's nothing dangerous that is making it lose profit.
4. Questionnaire was given to students and teachers 70 liked margarine and considered it being healthy but they complained about the price comparing to other margarine and the other 30 complained about the ingredients used and recommended it to people who are on diet or who are not fan to junk food or people who are sick.
5. Other margarine companies were visited and after comparing the prices Hearthealth margarine was too high when it comes to pricing
6. 50 staff members completed the private survey and 40 was ok with the margarine but complained about the price and said it is too high to afford unlike other margarines, 10 were complaining about margarine and said it favours only one side, it favours people who doesn't like junk food and fats and its price is very high for everybody to afford.

## **Conclusion**

1. Based on reviews given by people Hearthealth margarine does not have any problem it is just not affordable and all people can afford it
2. It is evident that the reviews received from the community school and staff are accurate
3. Based on majority count, pricing issue must be fixed
4. Based on staff members survey new flavours must be introduced with new ingredients and good smell that will accommodate all kinds of people

## **Recommendations**

It is recommended that the Hearthealth margarine minimise its price and introduce new Hearthealth margarine that accommodate all different kinds of people, who are on diet and those who are not on diet. And various flavours to accommodate those who does not like the new Hearthealth margarine and etc.

**O NZULA**

**DITECROR**

**25 JUNE 2017**

## **QUESTION 02**

### **Title**

Report on progress made on the handling of poor service and sanitation, vermin and food spoilage by the franchise at Yummy Squared Fast- Food.

### **Introduction**

On 10 August 2017 the Director: Brand marketing, Ms Dlamini required a short progress report on the efforts of the franchisee to handle issues ranged from poor service and sanitation, to vermin and food spoilage as well as to address local reputational damage before the next inspection. 10 November 2017

### **Description of task**

Handling of various complaints and reviews as well as to address local reputational damage before the next inspection

### ***Phase 1***

15/08/17-01/09/17

Handling of poor service and sanitation issues by employing more staff at the franchise

### ***Phase2***

10/0917-31/10/17

Dealing with the food spoilage and vermin in the YUMMY SQUARED FAST-FOOD INC, by making exact orders need at that particular time to avoid spoilage and loss

### ***Phase3***

01/11/17-08/11/17

Addressing the local reputational damage by apologising at the media and assuring that the issue is being fixed.

### **Work completed to date**

#### ***Phase1***

New staff members employed to help with poor service at the franchise. Completed at due time (annexure x7)

#### ***Phase2***

Spoilt old stork had been thrown away and new stork was carried in due to its orders to start all over again .to start afresh. Completed at due time (annexure D7)

#### ***Phase3***

Local radio stations and televisions and local news papers were consulted to apologise to the people who have been complain about the franchise and to assure that the damages caused are fixed and to regain the reputation once again. Was behind by some few more days (annexure A1)

### **Difficulties encountered**

1. Extra money was needed to order new stork and to pay for deliveries services
2. More staff employed that means extra money will be out to pay the added staff members ( annexure B3)
3. Franchise was still not trusted even after trying all to fix the mess and going out on media ( annexure z4)

### **Next phase**

#### ***Phase 4***

All fixation done, reputation regained from some other people and companies the franchise is now ready to start all over again .

## **Conclusion**

The franchise is running well while regaining the trust it has lost in the past

## **Recommendations**

It is recommended that the franchise must order only exact staff that is needed to avoid spoilage and if there's a lots of work to do more staff will be employed to help quicken the service and the franchise should always check the dates of their products.

Declaration

**Name and student no: ordinance Nzula 53906632**

**Assignment topic: progress report and investigative report**

**I declare that this assignment is my own original work. Where secondary material has been used ( either from a printed source or from the internet) this has been carefully acknowledged and referenced in accordance with departmental requirements. I understand what plagiarism is and am aware of the department's policy in this regard. I have not allowed anyone else to borrow or copy my work.**

**Signature: o Nzula 9301170553088**

**Dare: 11 sept 2017**