

Introduction

In this piece of coursework I will study 2 companies called Chi quita and Quality Fish And Chips (QFC).

QFC was opened in 2007 and was formally a closed down fish and chip shop. The older Fish & Chips shop that was there previously had closed down in 2001. The newer shop called Quality Fish & Chips has been made a fast food restaurant selling fish & chips, burgers, pizzas, kebabs and much more.

Chiquita is a banana factory . It packages and sells bananas to different supermarkets. The most recent event for Chiquita was that the Glasgow depot closed in 2008, this was a big blow as there were only 2 depots left. This meant that less bananas can be distributed in the same space of time

Criterion 1F (Chiquita)

Chiquita is a banana factory with 2 depots in the UK.

The local factory is located at:
Low Mill Lane,
Ravensthorpe Industrial Estate,
Dewsbury,
West Yorkshire,
WF13 3LN

Main Activities

Chiquita has 3 aims, they are:

Their 3 aims are to:

1. Build a high performance organisation by making it more efficient and effective.
2. Strengthen the core business, in other words always be good at selling bananas.
3. Pursue profitable growth. E.g. do more than just sell bananas. More marketing, new products that use bananas and new ideas.

Aims and Objectives

1. Improve profitability via African/Caribbean/Pacific sourcing and bag at source / 3rd party
2. Profitably grow core banana sales with retail utilising ACP
 - a. Maintain strong wholesale business
 - b. Standardisation & Best practice across
 - c. Sheerness & Dewsbury to improve efficiency & decrease waste
3. Launch Chiquita to Go single bananas
4. Identify UK launch model for Smoothies

Type of ownership

Chiquita's type of ownership is a public limited company (PLC). A public limited company (PLC only) is a type of limited company which is permitted to offer its shares to the public. The designation was introduced in the UK by the Companies Act 1980, and in the Republic of Ireland by the Companies (Amendment) Act 1983.

Factors Influencing the Location

Chiquita bought out a company called Keelings who were also a banana company like Chiquita. Keelings used to be located in premises near Huddersfield. When Chiquita took over the company they took the opportunity to relocate to the Industrial Estate where they now operate from. The premises were built 12 years ago. The premises here were bigger, with rental space across the road, but also the road networks are better and access for large trucks transporting bananas in and out for the company.

Criterion 1F (Small Business)

My small business is called Quality Fish And Chips. It is located at:
62 Ingham Road,
Thornhill Lees,
Dewsbury,
West Yorkshire,
WF12 0AQ.

Main Activities

The main activities of Quality Fish And Chips (QFC) are to sell multiple products at a high quality to the local community. They also aim to prepare and cook the food on site, do takeaway meals and deliver to the community within a 2 mile radius.

Aims and objectives

An aim is a long term plan, to achieve the aim a company usually has multiple objectives. The aim of QFC is to survive, to help this aim there are objectives; these are to produce a profit of £500 in the first month. After the first month the company will probably choose to make more money, E.g. the next month they could aim to make £1000.

Type of ownership

The type of ownership at QFC is a sole trader as it is officially owned by 1 person. Sole traders have certain disadvantages mainly to do with liability. But also have big advantages like keeping 100% of the profit.

Factors influencing the location

The factors influencing the location is that it is on a corner of a busy road so lots of people could see the shop and decide they would like food from there. There are also lots of parking opportunities around the shop as well as residential housing so they can make a small journey to the shop if they

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wished to have food from QFC to eat. The position helps the business make money because it is on the edge of a main road, this makes people make up their mind if they are undecided about if they want something to eat.



-  Business Location
-  Main Roads - Access
-  Local Residents - Market
-  Parking Opportunities – Land

Criterion 1C (Chiquita)

Aims and objectives	Activities	Ownership (PLC)	Location
Profit	Selling bananas or other products that could be sold as a healthy snack with the company's branding written on them	Shareholders take certain parts of the company and they put extra funds into the business as the shares increase in value	Easy access for trucks to reverse so that more bananas can be brought into the factory in the least possible time
Survive	By making a large enough profit to keep the company going and also invest in other products so that they can make more money.	Shareholders can put more money into a business in desperate times, otherwise the company could go bust	The location helps the business survive as more trucks can get into the factory
Expand	Use the profit to rent other buildings or buy new ones where they can then open more ripening rooms or more loading bays for trucks .	Shareholders put money into the company so that it can use the money to buy new building or rent them.	The location can help the business expand because it can rent the building across the road from it.

Criterion 1C (Small Business)

In this section I will explain how the main activities help my small business to survive/make a profit/expand.

- Provide Quality Food To The Local Community.

This will help the business survive as providing a good service will mean customers will return to the shop and buy more food or could even tell friends and family to try the shop.

- To prepare and cook there own food on site.

This will mean that they are creating fresh food that will taste better and keep the customers coming to the shop and the food will also be heal thier.

- Deliver take away food within a 2 mile radius

This will satisfy customers who cannot reach the store if they are injured, or live too far away. This could make people tell others around the area and will please even more people.

- The Company Is A Sole Trader

This will have certain advantages and disadvantages, e.g. a sole trader gets to keep 100% profit, but has unlimited liability. This can cause problems when the company tries to survive as the owner could make the wrong decision. This can also cause complications when it comes to expanding as the owner could make the wrong decision again and pick the wrong place to set the companies base.

- The Location Of the Business

The location is vital to a company's survival, if it's in the wrong place the company could lose money and close down, but if it's in the right place then the company will make a great profit.

Criterion 1A (Chiquita)

I think that Chiquita's Main Activities are relevant as it's helping the company to make a profit, survive and expand.

Build a high performance organisation by making it more efficient and effective. – I think this will help the business as this will make the company run a lot more efficient and will help make more money.

Strengthen the core business, in other words always be good at selling bananas. – I think this will help the business as it will ensure that they concentrate most on their main product which is bananas.

Pursue profitable growth. E.g. do more than just sell bananas. Make more marketing, new products that use bananas and new ideas. – I think this will help the business as it expands the business and makes more money for the company as they are selling multiple products.

Criterion 2F(Chiquita)

The company we are going to be discussing is Chiquita. We visited the company on (date) and had a series of activities to do there, we started with a slide show of Chiquita's history, and soon moved on to a Factory Tour. After the factory tour we had a look at Chiquita's finances

Marketing and sales: Marketing and sales helps a company to gain a larger market therefore making more sales. This means more money is coming into

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the company as of the extra sales and then the company can survive if it's a new company or make a profit if it's an older company.

Research and development: Researchers can research new items for companies and make a larger range that can then be marketed and sold as a new item as well as selling the old items this makes more money because if people doesn't like the old items but do like the new items then the company will be making more sales and then getting more money.

Finance department: The finance department is critical if a company is to survive or make a profit as it handles all money coming in and out of the company. If there was no finance department then the company would go down hill rather quickly and probably shut down. This would result in a large loss of money for the company's owner(s) and would also result in a failed company.

Criterion 2C(Chiquita)

The 3 above sections of different companies would probably use various different ways of communications between each other, the main one would probably be Intranet. An intranet is a private computer network that uses Internet technologies to securely share any part of an organization's information or operational systems with its employees.

Another way they could communicate is using E-mails, but this can be quiet slow and could result in a major catastrophe as someone may miss the E-mail and then a vital message may not be passed etc.

Other communications could include Regular meetings where the head of each department meets on a regular basis to discuss problems of the department they are leading and discuss the good points of the department they are leading then as a group they can discuss how to fix the problems and keep the good points going and get more good points into the departments. This makes the business run more smoothly and means the company will work better together and make more money.

Aims and objectives	Marketing and sales	Research and development	Finance Department
Profit	Marketing and sales would help the company make a profit as the marketing can boost sales and therefore make more money for the company.	Researching and developing products can make existing products better or make new products to sell. This means more people can be satisfied as more products means more people can enjoy products.	The finance is extremely vital in any company as it sets the budgets for each department and makes sure that the company doesn't shut down or run out of money.
Survive	The more marketing that the company does	Researching and developments in a	The finance department is crucial, if

	the more products will be available for sales and then the company can sell more and earn more money and satisfy more customers.	companies products can enhance the amount of money the company makes the more chance of survival for the company.	a company didn't have some sort of financial department the company wouldn't stand a chance of survival as they would end up spending money they don't have.
Expand	Marketing helps a company expand as it makes new products to sell and makes extra money.	Research helps the company expand as existing products can be enhanced to make the product better and satisfy more customers.	The finance department helps a company expand as it can allocate a certain amount of money to save to buy a new building or rent one which the company can use for storage or an extra production line.

Criterion 2A(Chiquita)

The different parts of a company need to communicate to be successful, if they don't then the company will defiantly collapse.

Criterion 3F(Chiquita)

Criterion 3C(Chiquita)

Criterion 3A (Chiquita)

Criterion 4F (Chiquita)

Criterion 4F (Small Business)

Criterion 4C (Chiquita)

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Criterion 4C (Small Business)

Criterion 4A (Chiquita)

Criterion 4A (Small Business)

Conclusion