

CHAPTER V

EVALUATION

5.1 Internal Factors

5.1.1 Cost

The cost for making the products didn't match the required profit, therefore the margins are too small for a business to grow or even close to breakeven price. So the solution of this problem is to find cheaper supplier so I can reduce or at least minimize my cost of ingredients, which is buying from the direct distributor and also with adding some promo or bundling.

5.1.2 Time

There wasn't enough time between the trial, adjusting recipes for the products and spare time to find a place for the business. The time limit to look for a proper place wasn't enough. So the solution of this problem is time management, i need to look for the place earlier so that i have spare time for the trial and error for my product.

5.2 External Factors

5.2.1 Market Rent Prices

The area suitable for my business requires middle to high end places, the market rent prices in that area are too high. So no suitable place for me to rent. The solution is i need to look for a cheaper place to rent and also I have to negotiate with the owner of the place.

5.2.2 Legal Requirements

In these days property market the minimum period for rent is 12 months but Ottimmo only requires 6 months hence the problem of that short period amount of time for me to find a suitable place. The solution

is if i have enough time, i can look for some places that I can rent for 6 months instead of 12 months.