

Internal environment of a bakery and its analysis

Vnitřní prostředí pekařské firmy a jeho analýza

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Abstract: The Delta Group with its daughter company Delta Pékárny, a.s., belongs to the most significant firms in the Czech food processing industry and it is number one baking company in the Czech market of fresh, long-shelf-life and frozen bakery products. The Delta Group associates eleven industrial bakeries in the Czech Republic and four in Slovakia, in addition to mills, Delta Frozen Products frozen-pastry plant, Delibake and Harry's Delta sweet long-shelf-life bakery products' plant, Vegilife company producing healthy food, Eureka Shops running Paneria, Fr. Odkolek fast-food outlets and Le Patio restaurants. In order to consolidate its status of a strong and successful Central-European company capable to meet all requirements of its customers, the company must perform a continuous analysis of external and internal environment.

Key words: internal environment, analysis, strengths, weaknesses, success factors, key skills

Abstrakt: Skupina Delta, její dceřinou organizací je společnost Delta Pékárny, a.s., patří mezi nejvýznamnější potravinářské subjekty v České republice a je jedničkou na českém trhu v pekárenském odvětví čerstvého, trvanlivého i mraženého pečiva. Skupina Delta sdružuje vedle jedenácti velkopekáren v České republice a čtyř velkopekáren ve Slovenské republice, výrobu mraženého pečiva Delta Frozen Products a sladkého trvanlivého pečiva Delibake a Harry's Delta, společnost Vegilife s produkcí zdravé výživy, Eureka Shops s prodejny rychlého občerstvení Paneria, Fr. Odkolek a restaurace Le Patio. Aby mohla firma posilovat svoji pozici silného a úspěšného středoevropského podniku, který je schopen kvalitně uspokojovat požadávky zákazníků, je třeba kontinuálně provádět analýzy vnějšího i vnitřního prostředí.

Klíčová slova: vnitřní prostředí, analýza, silné stránky, slabé stránky, faktory úspěchu, klíčové schopnosti

Delta is a customer-oriented company, the aim of which is to offer top-quality products and first-class services. It delivers its products to about seven thousand sales points, keeping its eye on up-to-date trends and reflecting them in its activities. The most important customers are the global distribution chains, such as the Ahold (Albert and Hypernova divisions), Billa, Carrefour, Delvita, Earest, Interspar, Lidl, Makro, Norma, Plus Discount, Sodekho, and Tesco. In the Czech Republic and Slovakia, Delta employs approximately 2 800 people. The complete product offering list includes 600 items.

The leader company of the Delta Group is Delta Pékárny, a.s. Its scope of business includes Bakery and Confectionery, Wholesale, Specialized Retail Sale, Inn Keeping, Accommodation Services, Business, Management and Financial Counselling, Production of Machines and Machinery for Specific Branches of Economy.

Delta Pékárny, a.s., sold 109.5 thousand tons of fresh pastry in 2003, about 267 tons more than in the previous year. The turnover of the Fresh Pastry Division recorded an annual increase of CZK 39.5 million to CZK 2.256 billion.

Also other divisions of the Delta Group recorded a successful year. Non-consolidated turnover of the Delta Group, without turnovers of the new acquisitions in Poland, Hungary and Košice, Slovakia, amounted to CZK 3,887 billion in 2003 as opposed to CZK 4,258 billion in the year 2002. Factually, it was an increase in 2003, the visual decrease was effected by the transfer of CZK 0.6 billion, the turnover of Delta Mlýny (Mills) Division. Delta Mlýny had been removed from the Delta Group last year and became a part of the Unimills company. The analysis of the Delta Group was dealt with in the papers of Chládková (2005) and Chládková, Kudová (2004). Similar problems were solved generally by Tomšík (2004) and Hron (2004) in their papers.

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Internal And External Environment Analysis Of A Bakery

Amelia Green, AI



Internal And External Environment Analysis Of A Bakery:

Enhancing Business Stability Through Collaboration Ari Kuncoro, Viverita, Sri Rahayu Hijrah Hati, Dony Abdul Chalid, 2017-10-16 Business practices in emerging markets are constantly challenged by the dynamic environments that involve stakeholders. This increases the interconnectedness and collaboration as well as spillover effect among business agents that may increase or hold back economic stability. This phenomenon is captured in this proceedings volume a collection of selected papers of the 10th ICBMR 2016 Conference held October 25-27 2016 in Lombok Indonesia. This ICBMR's theme was Enhancing Business Stability through Collaboration and the contributions discuss theories, conceptual frameworks, and empirical evidence of current issues in the areas of Business Management, Finance, Accounting, Economics, Islamic Economics, and competitiveness. All topics include aspects of multidisciplinary and complexity of safety in research and education.

Business Models Ethan Evans, AI, 2025-02-28 *Business Models* explores the crucial role of business models, revenue streams, and organizational structures in driving an organization's profitability and long-term sustainability. It emphasizes that a strategically designed business model is a dynamic engine for value creation, aligning market conditions, customer expectations, and internal capabilities. The book highlights the importance of adaptability and innovation in business models to capture new opportunities and maintain a competitive advantage. Discover how optimizing revenue streams can unlock hidden potential and how a well-defined organizational structure ensures efficient resource allocation, directly contributing to overall profitability and financial performance. The book begins by introducing fundamental business model concepts and established archetypes. It then analyzes diverse monetization strategies, including case studies of companies that have successfully diversified revenue streams. Next, it examines organizational structures, exploring the trade-offs between centralized and decentralized models and hierarchical versus flat organizations. Finally, it integrates these elements to demonstrate how they can be synergistically combined to achieve optimal performance and profitability. The book offers practical tools and frameworks to analyze, design, and implement effective business models, making it valuable for entrepreneurs, business managers, and students seeking to improve their organization's financial performance through better business management.

Research Anthology on Approaches to Social and Sustainable Entrepreneurship Management Association, Information Resources, 2022-12-27 Social entrepreneurship has grown in popularity in recent decades as a way to use business models and innovation to address social and environmental issues. While these ventures are helpful to many emerging opportunities and challenges in the field, still need to be explored. It is essential to remain knowledgeable on the emerging research within the field of social entrepreneurship so that we may better implement entrepreneurial solutions to social issues. The *Research Anthology on Approaches to Social and Sustainable Entrepreneurship* presents a comprehensive collection of the recent research into the developments, challenges, and opportunities of social and sustainable entrepreneurship in the modern era. Covering topics such as ecotourism, leadership styles, and poverty alleviation.

this major reference work is an indispensable resource for business leaders and executives entrepreneurs government officials community leaders students and educators of higher education economists sociologists librarians researchers and academicians

Proceedings of the 3rd International Conference on Social Science, Humanity and Public Health, ICoSHIP 2022, 05-06 November 2022, Banyuwangi, East Java, Indonesia Alfi Hidayatu Miqawati,Adriadi Novawan,Fitri Wijayanti,Dewi Kurniawati,2023-01-13 The conference proceedings provided a setting for discussing recent development in a wide variety of topics and areas including social science and humanities The theme of the 3rd International Conference on Social Science Humanity and Public Health ICoSHIP 2022 was Recover Together Recover Stronger Increasing Resiliency and Stability in The Fields of Social Sciences Humanities and Public Health All of the papers have been checked through rigorous reviews and processes to meet the requirements of the publication and maintain the quality

Annual Roadmap Bianca Harrington,AI,2025-03-04 Annual Roadmap offers a guide to proactive planning enabling businesses to achieve sustained success It emphasizes the importance of strategic milestones consistent progress check ins and a structured timeline The book argues that a well defined annual plan is a strategic instrument not just a scheduling tool aligning resources and maximizing potential For instance setting SMART goals ensures that milestones are Specific Measurable Achievable Relevant and Time bound contributing to greater success The book delves into the practicalities of scheduling regular progress check ins and constructing a structured timeline It begins with an introduction to the core principles of annual roadmapping explores the process of setting realistic milestones and concludes with real world case studies and actionable templates This approach distinguishes itself by focusing on holistic integrated planning aligning activities with long term goals and fostering accountability This comprehensive approach empowers readers to create roadmaps strategically aligned with organizational objectives

Developing Entrepreneurial Competencies for Start-Ups and Small Business Šebestová, Jarmila,2020-03-27 Business competencies are very complex and entrepreneurs beliefs actions and aspirations for their businesses are widely influenced by their sense of values and beliefs This influences the actions they take especially in challenging situations Successful entrepreneurs can accept challenges learn to make responsible choices and make sure to weigh all possible outcomes Developing Entrepreneurial Competencies for Start Ups and Small Business is an assortment of innovative research on the methods and applications of strategic models for entrepreneurship competency While highlighting topics including intellectual capital risk management and entrepreneurship education this book is ideally designed for entrepreneurs business executives industry professionals academicians students and researchers seeking to reduce the level of failure of entrepreneurial activity within the global business community

She Leads Amelia Green,AI,2025-03-04 She Leads empowers women to excel in leadership by addressing critical areas such as leadership skills strategic business acumen and decision making It examines the historical underrepresentation of women and the evolution of gender dynamics providing context for the challenges women face The book argues that by

cultivating specific skills and tailored approaches women can overcome barriers and redefine leadership Did you know women hold only about 28% of CEO positions This book aims to change this providing practical tools to navigate bias negotiate effectively and build strong networks The book starts by establishing core leadership concepts and progresses into specific challenges women face like overcoming bias and building networks Later chapters explore strategic thinking financial literacy and emotional intelligence Case studies of successful women leaders provide actionable strategies The book's unique value lies in its practical strategies tailored to women's challenges moving beyond theory with concrete tools for real world application

Market analysis Sandra Burgemeister, 2003-01-10 Seminar paper from the year 2003 in the subject Business economics Offline Marketing and Online Marketing grade 80% Swinburne University of Technology Melbourne MBA Program course Strategic Marketing language English abstract This market analysis is prepared to learn about the specific methodologies required to conduct a sound market analysis for a self selected market segment For this purpose a hypothetical virtual business that serves as a gathering place for Australian breakfast or fresh bread lovers and bakeries has been created To prove the profitability of this potential opportunity influencing factors within the Australian baking industry as well as the ecommerce industry are researched According to Cravens 2000 it is essential to gain an understanding of the market to become market driven Therefore the first part of this analysis is often referred to as the PEST analysis which identifies the external factors that influence the baking and ecommerce industry and thus change the size and composition of the market overtime The second part is concerned with obtaining internal information about the baking and ecommerce industry its customers suppliers and direct and indirect competitors The assessment of both the internal and external forces that drive the market lead to the definition of the critical success factors for this virtual venture A summary of the findings is then given through Porter's model of market profitability to potentially serve as the basis for developing a market driven strategy for the virtual opportunity Despite the high threat of substitute products it is believed that the trend towards more convenience will make this business successful With respect to the analysis provided and given that business partners are willing to cooperate this business concept is considered a sound investment

Instructors Manual with Test File Thomas Wheelen, J. David Hunger, 2002-05-15 Design and Analysis of Single-ply Roof Systems Thomas E. Phalen, 1993

Journal of Thermophysics and Heat Transfer, 2006 This journal is devoted to the advancement of the science and technology of thermophysics and heat transfer through the dissemination of original research papers disclosing new technical knowledge and exploratory developments and applications based on new knowledge It publishes papers that deal with the properties and mechanisms involved in thermal energy transfer and storage in gases liquids and solids or combinations thereof These studies include conductive convective and radiative modes alone or in combination and the effects of the environment

Organization Staffing and Work Adjustment Aharon Tziner, 1990-09-25 This volume explores the concepts themes methods and procedures of organization staffing As Tziner notes at the outset although organizations

usually attempt to predict the likely future performance of each applicant in terms of productivity rarely do they consider the likelihood of the applicants finding gratification in their work related needs and aspirations running the risk that extremely talented staff may eventually abandon the organization because of a lack of personal fulfillment Tziner offers a functional and integrated conceptual framework that will enable organizations to maximize the probability that staffing decisions will result in optimal work adjustment and the enhancement of organizational productivity

INDUSTRIAL MARKETING
MANAGEMENT ,1977 *Management* Leon C. Megginson, Donald C. Mosley, Paul H. Pietri, 1989 **Management Focus** ,1984 **Food Australia** ,2000 **An Analysis of Environmental and Managerial Factors in the Success Or Failure of Small Manufacturing Enterprise** Charles Woody Thompson, 1963 USA Report on economic research into the managerial and environmental factors of management efficiency and deficiency in small scale industries in iowa analyses the financial aspects production and marketing policies and practices presented in case studies of business success and failure and includes a description of the research methodology and text of questionnaires used in the study References **Adweek** ,1997 Vols for 1981 include four special directory issues **Dimensions of Organizational Behavior** Theodore T. Herbert, 1981 **New Scientist and Science Journal** ,1991

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