Assignment 1

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**Introduction**

In the modern-day world, there is the rise of various needs among various individuals and consumers. Different people are attracted to different products in line with the various types of specifics they need. Some of these people are attracted to the style, different fashion models, cultural models, or various products' appearance. The quality, however, is also very key to consumer choice. Therefore, different organizations and various people have taken the initiative to make these items, products, and services readily available for customer or client consumption. Through these various initiatives, the clients have been able to have their needs sorted out and various business models and organizations thriving. The demand for various essential goods and services has promoted the need to open up various business organizations to help in product or service delivery. For some of these businesses' effective success and growth, some tools and requirements are critically needed to attain these organizational goals. Among these tools and requirements are a well-structured business plan and various business models that would help boost the organization's productivity and sales. Therefore, this paper looks into some of the various ways a business can be successful, with various key elements like business plans, levels of different business models, and how some of the company products and services would efficiently meet various customer requirements and needs.

A business plan is a written document that contains the business' or organization's set goals and targets (Massa, Tucci & Afuah, 2018). The business plan is also seen to contain various methods and procedures that would help bring about positive success to the organization following the set time frame needed to bring these different goals to success. In recent years, the local market has been experiencing a series of problems. Different suppliers in the market, which mainly deals with selling and supplying various farm products, have continuously exploited the consumers. The consumers' constant complaints have fallen into deaf ears.

There is a clear business opportunity in this niche. It should be filled by a serious farm products seller or organization that would seek to avail quality farm products and services on time and provide customer satisfaction, unlike other competitors. Mr. Okoth, with his Stokago Farm Company, seeks to enter this niche. His company has not been in the market for so long, but he has had an excellent run in terms of quality and good and effective product and service delivery in recent times. Therefore, something needs to be done to help ensure these client needs and interests are out to heart.

The organization has its set of various plans, vision, and mission statements. The company's mission statement reads, 'To provide relevant and quality products and services to all. Promote satisfaction through quality and affordable products". This is the mission of the company. It seeks to find various ways to avail of different quality products and services at the foot of the consumer anywhere their products and services are needed. To reach various social classes, the organization is missioned to help subsidize various product and service prices to help serve all.

Being a diversified organization, the company's vision statement is, 'Stokago Farm is a full-time producer of fresh farm products that avails wholesome food products and sustainable quality products to serve the needs of society. We are an organization other competitors can learn from, and our main goal is to help others grow. Having partnerships with various animals and the natural world, we help avail products of high quality to our consumers who deserve the best'. Therefore, the organization has had a very high-level value proposition that has proposed various ways and methods that would effectively act positively towards the organization's success. With other suppliers in the market not heeding to various customer calls and wants, the business organization proposes to first as an essential need and the organization's mission to engage the various customers to help find out some of their needs and wants in different areas and levels.

Through client engagement, the organization can know the exact customer demands and constantly work to fulfill them. The company also seeks to provide high-quality products and services, with efficient after-sales services that boost the organization's sales. Through quality products, that is a miss at the market at the moment; the organization is likely t bring back various clients and customers to their satisfaction again. Various clients in the markets are likely to be more loyal to the organization and its products and services as they feel a sense of belonging to the company. The organization also seeks to keep the consumer's satisfaction, both primary and secondary, at bay. They have various set criteria for achieving this. A better department wise capability of the supplier is mandated to be very efficient. Through this supplying method, the organization's products are likely to reach the consumers on time ( Turko, 2016). Through proper and efficient products and service delivery, sales are likely to be boosted, ensuring customer satisfaction.

Quality response to the consumer is key. The organization is mandated to provide quality goods and services to help the business reach its desired targets. These quality goals would champion the need of these consumers to receive better and high-quality farm products. The suppliers are also to commit to various deadlines to help avail of the goods and services on time. Good customer service is also a proposed way to help maintain customer loyalty.

To achieve maximum results, there is a need for a business model. A business model is simply a brief description of how a business would deliver value to its esteemed customers and clients. These business tools help various individuals who are mostly entrepreneurs to test and come up with various ways and processes to make their businesses successful effectively. Therefore, storage farm products company has resorted to advertising as a key and important model to help its products sail to the required target audience.

With the advertising model of business tracing its roots since time immemorial, the business has resorted to it as a much more model to ensure proper sales are reached and attained (Bhosekar & Ierapetritou, 2018). The uphill task in this model is the various ways in which customer satisfaction can be reached. Therefore, the model requires convincing the various clients in the market as to why they should pick and choose your product and not the others. The people seeing the various advertisements in this model are likely not to be paying out, but the advertisers are critical in ensuring proper organizational goals.

For the proposed project to get successful, there needs to be a well-developed feasibility test. This analysis takes into consideration all possible factors that would ensure the success of the business. With the project mainly being to provide effectively and quality farm produce to the market, the organization is tasked to ensure these goals are met and the clients are well served. After satisfying these clients' needs, potential solutions from the project would be to attain profit and continue offering the best services ever in the market to boost customer loyalty. The criteria for evaluating this solution would be to conduct a proper and extensive search in the market, knowing the possible weak points needed to ensure its growth and success. Therefore, the most feasible solution for the project would be to provide customer satisfaction and produce quality goods and services with better after-sales services. With the increase in demand for new quality products, the organization would be mandated to put this into practice to ensure effective service delivery.

**Conclusion**

Various businesses in the world offer different services. However, these producers and service delivery personnel must ensure that proper services are available. For a business's effective success, proper models and feasibility tests are required to raise the organizational goals and attain success.

References

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