

Description of Company Operations

The term "company operations" refers to all the aspects within the business that makes it function and operate on a daily basis. This includes both the many employees working in the business and all of the individual departments that compose the business. Even if the business is small and all of the tasks are completed by the business owner, company operations still refers to the many functions that makes the business run smoothly.

Departments and Managers

Product Development

Marketing and Promotions

Budgeting and Cash Flow

Departments and Managers

The directors and managers who have the power and responsibility to make decisions and oversee an enterprise.

The size of management can range from one person in a small organization to hundreds or thousands of managers in multinational companies.

Some people agree that in order to evaluate a company's current and future worth, the most important factors are the quality and experience of the managers.

Product Development

Another operation that is crucial for a company to succeed is the development of products. If the products offered are in demand, the products will sell fast, keeping both the customer service and product development departments busy. The entire product development team or department is an essential part of company operations.

Marketing and Promotions

Once the product has been completed, it needs to be marketed to the target audience. The marketing department and the customer service representatives present the product to the market and answer any questions consumers may have regarding the company, the manufacturing process and the product itself. The marketing aspect is important, as a product will not be noticed by a consumer market without this part of the company's operations.

Budgeting and Cash Flow

Another important aspect of company operations is the management of the company's budget and cash flow. Once the product starts selling on the market, the company starts making money from the sales. The company needs the incoming funds to develop better products, expand the product line or hire more employees. The budget and money affects the employees, the products and development and the marketing campaigns, so the money is often a large part of how a company operates.

Management

Edmodo - Download and Read Management Article.

Alone or with a partner, create a flyer, brochure, power point, prezi, etc. that will teach someone the basics of management. Requirements:

- Definition of what exactly being a Manager means.
- Summary of above article that covers the basics of management.
- Profile of a good manager.
 - Needs to be thorough
 - Colorful and reader friendly (do not cut and paste words you DO NOT UNDERSTAND!)
 - Error free
- You will not be presenting!

We all scream for Ice Cream!

Marketing - *The action or business of promoting and selling products or services*

You will compare/contrast the Marketing Mix (Product, Price, Place, Promotion) of 3 different Ice Cream Companies.

All the boxes need to be filled in and writing needs to be legible! You can work with a partner, but all of you will turn in your own paper!



