FACULTY

COLLEGE OF COMPUTING, INFORMATICS AND

MEDIA

SUBJECT

MGT162 - FUNDAMENTALS OF MANAGEMENT

CLASS

JCDCS1102E

COMPANY'S NAME

TACO PELL CORPORATION

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Figure 1: Logo

1.0 Introduction

A company named Taco Pell Corporation was founded in 2000 by a group of students. A year before, they were working as part-time staff in a Restaurant as waitresses. At first, one of the members saw a problem at the restaurant that they needed to solve. At the restaurant, all the food that they sell were local Malaysian foods and students like them like to try something new. Muhammad Daniel foresaw the chances to introduce other countries' cuisine to Malaysia as Malaysia is the largest multicultural country in which the most populated races are Malay, Chinese, Indian and many more. As for that, Malaysia has become a tourist attraction for other foreign countries.

Because of that, Muhammad Daniel who is the founder of Taco Pell created his own company even as a student. Together, Adam and his friends are collaborating with each other to gather all the unique knowledge in foodstuff. Finally, in 2005, Taco Pell was born into reality and became the most-friendly restaurant in Malaysia.

We chose Muhammad Daniel as our leader because he has the ability to inspire and be credible to our company. He is a person who has good communication skills and is able to build good networking with other companies. He also has a highly competitive nature which makes it difficult for him to give up. The unique and creative ideas highlighted by him make our company extraordinary, plus his courage to take risks can help develop the company in the future.

Taco Pell restaurant opened its first branch at The Mall, Jalan Bandar 12, Taman Melawati, Kuala Lumpur. There is a wide range of foods, especially Mexican cuisine. Now, Taco Pell has ten branches and has 350 employees throughout Malaysia. It also has an online website that makes it easy for customers to order the food via online without having to line up at the restaurant. It coincides with our tagline which is happy yummy, happy tummy.

1.1 Company Background

Taco Pell is a leading food industry in Malaysia, established in 2000. Since its inception, the company has been committed to delivering high-quality products and best services to its customers while fostering a culture of innovation and sustainability. Over the years, Taco Pell has expanded its operations both domestically and internationally, becoming a key player in the food industry.

Taco Pell has established a reputation for producing high-quality products that set industry standards and gained customers all over the world. This has been achieved through a steady dedication to quality. This commitment to quality goes beyond the products themselves and it covers the full customer journey and protects satisfaction at all times.

Taco Pell success can be attributed in part to its creative environment, which promotes continued growth and the ability to adapt to changing market conditions. The company is positioned for sustained success and value in the continually evolving food industry by remaining on top of patterns and using innovative technology.

Taco Pell is committed to giving outstanding value to its customers while having a beneficial effect on the environment as it continues its journey of expansion and growth. This journey is motivated by an ambition for outstanding performance and guided by the values of innovation and long-term.

1.2 Levels of Management

Taco Pell follows a traditional hierarchical management structure consisting of three levels:

Top Level Management : The top tier of management within an organization is known as top-level management. The Chief Executive Officer is the top-level management for this company. The top management oversees determining the general course of the business, creating plans and strategies, and allocating resources to meet objectives. High-level manager plays a significant role in the decision-making processes that determine the course of the entire business. Their attention is not limited to daily operations; it also includes organizational goal setting, strategic planning, and making sure that the company's resources are properly matched with its mission.

Middle-Level Management : In an organization, middle-level management serves as a liaison between lower and upper-level managers. They are positioned in the middle of the chain of command on the organizational chart. In addition to being responsible for overseeing lower-level managers, middle-level managers also report to and answer to top-level managers. It is their responsibility to translate the plans and strategies created by upper management into reality in their respective fields of work. They then create tactical plans for lower-level managers to implement company areas.

First-Line Management : Lower-level management is a management position at the bottom of the hierarchy in the chain of command. Managers at lower levels have direct access to the production process. They keep an eye on employees as they go about their daily tasks. Lower-level managers concentrate on managing and overseeing regular tasks. Their primary responsibility is to supervise and evaluate the work of operational staff. They also oversee, manage, and guide their work to ensure that the standards and the goals are met.

1.3 Types of the Managers and The Skills

Chief Executive Officer (CEO)

A Chief Executive Officer responsible for monitoring the development and performance of a company. He needs to organize the direction of the company and ensure that the company reaches the set target. He achieved conceptual skills as he led the company's journey to success. He seeks opportunities and develops forward-thinking strategies that not only address current challenges but help advance and elevate the company's name in the future. He is also responsible for everything in the company in terms of communication, risk taking, long-term planning because he is the main leader of the company.

Finance Manager

Finance Manager is a professional manager in accounting who is responsible for the finance wellbeing of an organization or company. Finance manager can advise top management or corporate officers to determine where and how company assets are allocated or acquired for use in the business. The finance manager also prepares financial reports monthly, quarterly, half-yearly and annually to facilitate top management to review the results of the transaction as well as make detailed financial statements with various skills. He also assists individuals in the role of overseeing every aspect of the company's financial transactions, including analyzing every allocated budget and calculating return on investment (ROI) as well as decisions in purchasing and staffing.

Human Resource Manager

Human Resource Manager is responsible for planning, implementing, and managing human resource programs and policies of a company to achieve their strategic objectives. The skills needed for the Human Resources Manager are communication, decision making, training and development, organizational, and multitasking skills. All these skills can create more opportunities in the corporate world. It also benefits the company because the company has more competent employees that will increase productivity and enhance the company reputation furthermore.

Sales Manager

A Sales Manager is responsible for overseeing and leading a team of sales representatives to achieve revenue and sales goals for a company. A sales manager also has the responsibility to analyze sales data and reports for the company. The technical skills needed by a sales manager are human skills towards our customers and teammate sales because a sales manager should have strong communication skills, collaboration skills, and motivation skills. This skill is really functional for the Ohana company to generate revenue.

Marketing Manager

A Marketing Manager is responsible for planning, implementing, and overseeing marketing strategies to promote a company's products or services. The technical skill needed by a marketing manager are proficiency in data analysis, digital marketing channels, content management systems and marketing automation platforms is essential for informed decision-making and efficient campaign execution. Additional skills in graphic design, web analytics, budget management, and knowledge of e-commerce platforms contribute to a well-rounded technical skill set.

2.0   PLANNING

Vision

To be the foremost destination for innovative, craveable Malaysian-inspired cuisine, delighting customers with bold flavors, exceptional value, and unparalleled convenience.

Mission

Our company mission for Tacopell is to serve delicious food with a creative twist, fostering a culture of inclusivity and innovation. We strive to exceed customer expectations by providing high-quality ingredients, quick service, and a welcoming atmosphere in every interaction. Through sustainable practices and community engagement, we aim to make a positive impact on both our customers and the world around us.

2.1 Types of Planning

Strategic Planning

Strategic planning is the first step created by an organization. It is used to set priorities, concentrate efforts and resources, bolster operations, guarantee that employees and other stakeholders are working toward shared objectives, create consensus regarding desired outcomes/results, and evaluate and modify the organization's course in response to a changing environment. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

Tactical Planning

After a company develops a strategic plan, the next step is to divide that plan into more manageable targets and goals. This is known as tactical planning. A tactical plan is used to establish objectives and specify the course of action that will be taken to achieve them. Most tactical plans include a detailed plan of action that will be followed to achieve the objectives of the larger strategic plan. To guarantee that these tasks are completed on time, these actions or steps are then frequently assigned to the suitable team members.

Operational Planning

Operational planning is a future oriented process that maps out department goals, capabilities, and budgets to promote the success of team-based activities designed to support the strategic plan. Operational plan can be categorized as:

a) **Standing Plan**

Standing plans, such as policies, procedures, and rules, are designed to address recurring organizational challenges systematically. They serve as ongoing guides for managers to efficiently handle these issues and are meant for repeated use. Our company tends to use these tools because they align with our main goal of having smart and proactive employees. By setting up and adapting to these frameworks, we make sure our workplace is safe where employees can operate freely without any injury concern. This helps improve their physical and mental well-being, which leads to positive outcomes for the company.

Policies

policy initiatives are strategically designed to achieve and match our business goals. One of these policies prioritizes our employee's well being, making sure their health is a top priority. As a standard part of this, all employees must have health screenings before starting work, followed by regular check-ups every two years. This standardizes the approach to prioritizing employee's health and creating a strength, care culture in our organization.

Procedure

Establishing procedures is essential for optimizing the efficiency for operation of a company. We establish procedures for our employees accordingly. For example, we use thumbprints to ensure accurate attendance tracking, all employees must follow the method to clock in and out. Moreover, we apply standard procedure for employee leave requests. Employees working in the stores must submit their leave request at least one month earlier. This procedure allows managers to manage schedules effectively.

Rules

Rules are essential in a food and beverage business to prevent unwanted occurrences and to educate employees. Our company set a dress code for our employees. Each employee must wear specific clothing and comfortable, appropriate shoes with socks while on duty. Moreover, our employees are prohibited from eating and sleeping during shifts to maintain productivity and focus. Additionally, employees are expected to show up to work regularly. If they are absent without a valid health certificate for more than three times they will be fined. These rules can help discipline issues among employees and uphold the company's reputation.

b)   Single-Use Plan

Single-use plans are created for a specific project or occasion, consistently involving project schedules and budgets. These plans are specific, enabling precise alignment with the needs of certain situations because they are proposed to focus on addressing a single issue, commonly known as "Specific plans" and are designed to handle unique issues. The Single-Use Plan contains three terms:

Program

For future programs, we would like to produce more menu and food products that are unique in the food industry. The main goal is to produce more products and menus that are unique in the food industry compared to competitors worldwide. The plan is designed to meet the demand for innovation in food products, with a specific concentration on a particular area.

Project

The project involves beginning new partnerships with leading food companies such as Subway or Bask Bear to improve brand visibility and credibility. The plan identifies the chosen companies and details the type scope of collaboration, with a focus on participation of events such as food festivals.

Budget

The plan includes the opening of a new outlet to support the marketing and distribution of the unique food products. The plan quantifies the financial aspect by specifying a budget of approximately 1 million Malaysian Ringgit, providing clear financial parameters for the project.

3.   ORGANIZING

Tacopell has a very strong organizational structure with wide structure types to accomplish the company's goals. This is a company organization chart that shows the lines of responsibility for each department.

3.1 Types of Structure

Functional Structure

Functional structure is the organization of employees and work activities based on their specific functions. It is ideal for large companies due to the presence of many individuals in similar roles. Every individual has been categorized into various functional departments based on

their respective skills. We choose a functional structure because we aim for our employees to specialize in their respective areas to ensure excellence. At the same time, we can achieve maximum results through their specialized knowledge. Besides that, we also ensure smooth coordination of activities and promptly monitor and address mistakes.

Wide Structure

Wide structure or also known as flat structure is formed when a manager leads numerous employees. A wide structure is a non-hierarchical organization with few managerial positions. We prefer a wide structure because it offers more flexibility. Many advantages gained by both employees and managers. For example, employees find it easier to communicate with managers when facing issues. Employees can also prevent misinformation by obtaining information from a single source. With a large employee base, assigning managers is not an issue, allowing businesses to minimize salary costs with fewer managers.

3.2   Types of department and Job Description

Chief Executive Officer (CEO)

Chief Executive Officer (CEO) is an individual responsible for setting the company course. His responsibility includes developing policy and strategy to reach it. He is involved in making key decisions if an unexpected event happens in the company, such as during the covid-19 pandemic. He also needs to ensure that the company complies with the laws and ethics set. He is also involved in leading and motivating subordinates to improve employee engagement and develop a top-tier performing management team.

Finance Department

The Finance Department plays a key role in making financial decisions for internal and external business matters. All company transactions rely on the efficiency and expertise of the company's financial department and the individuals. It is also the primary professional responsible for ensuring the company's financial well-being is stable. They provide accurate data analysis and advise top management on strategies to maximize company profitability and ensure the company's long-term success.

Human Resource Department

Human Resource Manager is someone who oversees and manages all administrative activities related to an organization's personnel. Human Resource Manager responsibilities involve managing the recruitment of new employees, conducting interviews, and hiring new staff members. Other than that, he manages salaries, benefits and absence . He also needs to design an effective onboarding and training programs to ensure that new hires feel valued and welcomed. Furthermore, he must create workplace policies to prevent conflicts and ensure fairness for both employees and employers. He also manages disciplinary actions and terminations based on company policies.

Sales Department

The Sales Department is tasked with marketing and selling products for TacoPell company. Departments will work together to increase sales and sustain customers relationships to encourage repeat purchases and brand royalties. The department will prepare a sales strategy as a guide to achieve outcomes. The department is also engaged in prospecting to obtain and identify early-stage leads and sourcing involves conducting online research at various sites and attending industry events. This responsibility is essential to our company, TacoPell.

Marketing Department

The Marketing Department is a division within a business that is dedicated to promote its brand, products, and services. It serves as the identity of the company creating and managing all the materials that represent the business. The Marketing Manager is responsible for planning strategies and tactics to improve the company's reputation. He or she is also responsible for launching successful marketing campaigns from planning to execution.

4. LOCUS OF DECISION MAKING

Decision making at Taco Pell is essential for identifying and resolving issues while capitalizing on opportunities. It involves selecting the best course of action to address specific challenges. There are two primary types of decision making: programmed and non-programmed.

4.1 Programmed

Programmed decisions at Taco Pell are routine and repetitive. They can be made without needing top-level managerial input and are guided by established rules, procedures, or criteria. These decisions are typically based on past experience and predefined decision-making frameworks. Examples include scheduling staff based on regular shift patterns and ordering supplies when inventory levels drop below predetermined thresholds.

4.2 Non - Programmed

Non-programmed decisions at Taco Pell are unique, non-routine, and arise in complex or unfamiliar situations where no established guidelines exist. These decisions require judgment, analysis, and creativity. For example, non-programmed decisions at Taco Pell may involve developing innovative marketing strategies for new menu items or making strategic decisions about expanding or contracting operations based on market trends and competitive analysis.

5.   MOTIVATION

Motivation is a set of influences that motivate people to behave in a specific manner. It is a psychological process that provides direction and meaning to behavior. Motivation can be defined as the reason for acting or behaving in a specific way.

Taco Pell involved Herzberg's Two Factor Theory to motivate our employees and staff. This approach divides job elements into two categories: **hygiene factors** and **motivational factors**. Certain workplace aspects can create job satisfaction (motivator), but others can cause dissatisfaction (hygiene).

Hygiene factors are the factors related to job-context. To make it clear, it is the environment in which the job is being performed. Salary, working conditions, interpersonal relationships, and company policy for example. These are the factors associated with job dissatisfaction or can lead to dissatisfaction. An employee who is not paid (wages) fairly for his job will make him feel dissatisfied. In Taco Pell, we make sure to reward our employees and staff depending on their achievements in work. This is to motivate them to work more diligently.

Motivator factors are the factors related to job-content. It is the feeling about the job itself. For example, achievement, recognition, responsibilities, and advancement. If these factors are present and given adequately, employees will feel satisfied. An employee who is given more control over his job that is assigned to him might feel more satisfied. This is due to the trust given to him by the manager. In our company, we always recognized our employees hard work by giving them bonuses and announced the best employees of the month.

6. **LEADING**

Taco Pell Company uses the Path-Goal Theory emphasizes the leader's role in the company. This is to clarify to subordinates how they can achieve high performance and its associated rewards. According to the Path-Goal Theory of leadership, leaders perform four primary types of behavior which are:

a) Directive Behavior

Directive Leadership Behaviors are actions that shape and control what, how, and when things are done. Leaders who have high Directive Leadership Behavior scores effectively structure, define, organize, teach, and monitor effectively. For example, our Chief Executive Officer (CEO), Muhammad Daniel Bin Zulkefli, provides guidance and coaching, clarifies an employee's roles and responsibilities, removes any obstacles that prevent completion of tasks and gives awards when appropriate to the employees.

b) Supportive Behavior

Supportive behavior involves building trust, inspiration, and helping colleagues overcome the challenges they encounter. Leaders looking to be more supportive of their teams should try to be friendly with employees or subordinates and show interest in them as human beings. For example, Managers support employees as they work toward established personal goals such as promotion or acquisition of new skills.

c) Participative Behavior

A participative leader is an open-minded person who should open advice and feedback from the subordinates are sought regarding business operations or community to succeed with the result of making important organizational decisions. For example, our Chief Executive Officer is a true participative behavior because he is known to take suggestions from colleagues and teams, as he considers every opinion that may help achieve the goal better.

d) Achievement Behavior

An achievement leader aims to set challenging goals for subordinates to reach, express and demonstrate confidence that subordinates will meet the challenge, and clearly see achievement motivation when individuals set goals and work hard to reach them. The achievement behavior consisted of four distinct but related with competition with a standard of excellence, affective concern for goal attainment, an evaluation of performance and some standard for the attainment of a long-term goal. If we have this achievement behavior, our company Taco Pell will succeed.

7.   CONTROLLING

Taco Pell Company's main objective is to be a leading and pioneer in the food equipment industries. Our company takes customer trust seriously by providing better quality service and value of our food equipment while following the latest trends.

To achieve this goal, the controlling plan for our food company is thoroughly designed to ensure operational excellence, product quality, and sustained growth. These are critical objectives if businesses want to grow in competitive markets. So, it means that our managers need to have appropriate standards and compare them with ongoing performance to make sure that improvement measures are taken when necessary.

There are three types of control. The first one is **feedforward control** that detects a problem in advance and comes up with a corrective action. For example, our manager has conducted market research to understand current trends, customer preference and new technologies in the food industry. Through this process, we can plan on how to promote our product and reach our target audience successfully. The second one is **concurrent control** which involves monitoring and adjusting ongoing activities as they happen. In our company, the manager encourages their employees and staff to give feedback to identify areas that need improvement. Our company also updates the policies and procedures to adapt to the changing business environment. This can improve the efficiency and effectiveness while minimizing the risk and losses. Lastly is **feedback control**, which involves assessing the result and taking corrective action. The result performance for our company will be assessed then used to create a better future activity. This control helps us by providing lots of information that can be used to improve our company in the future.

8.   CONCLUSION

In conclusion, Taco Pell adheres to key management principles encompassing planning, locus of decision-making, motivation, organizing, leading, and controlling. Through effective planning, the company strategically outlines ways to achieve its goals, driven by a clear vision and mission. Decision-making processes involve addressing both programmed and non-programmed issues, with a focus on identifying alternative solutions and selecting the most effective course of action. The organization boasts a well-structured functional framework, facilitating supervision and coordinated activities. Motivation is fostered by applying Herzberg's Two Factor Theory, addressing hygiene and motivator factors for employee satisfaction. Our company which is Taco Pell, exhibits strong leadership through a democratic management style, emphasizing positive relationships with employees. Finally, the company employs a robust control system utilizing feedforward, concurrent, and feedback control methods to ensure consistency and marketable outputs.

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10.   APPENDICES

Location of Taco Pell Restaurant

Interior design of Taco Pell Restaurant

Taco that sold in our restaurant