

Introduction:

Bakers Delight is one of the most successful bakery franchise in Australia with around 700 bakeries around the globe. The major focused areas of their operations are Newzeland, Australia and Canada.

The origination of the name “Bakers Delight” is from the belief that every baker and customer will be delighted by their product. The service they provide is good enough to delight the customers about the product, while in case of baker the product he bakes, he should be delighted about it. Bakers Delight culture and practises revolves around the same belief.

Mission:

“The Bakers Delight brand has been built on their commitment to the quality of their product, the development of their people and the delight which the combination of these two elements brings to their customers.”

Values:

- *Having a passion for fresh, delightful bread.*
- *Creating delight with every one of our customers.*
- *Creating an environment which promotes growth for all stakeholders, in the areas of wealth creation, learning, and personal development.*
- *Providing a sense of fair play toward all stakeholders within Bakers Delight.*
- *Promoting openness between all Bakers Delight stakeholders.*
- *Ensuring all stakeholder activity adds value.*
- *Ensuring all stakeholder activity sells more bread.*

Stakeholders:

The stakeholders for the business are the people who are attached with the business in some way. Whether it shareholders, employees, suppliers, customers or society, who so ever is affected by the business are categorized as the stakeholder of such business. When looking in to project management and dealing with the project success, strategic framework and social environment of project management than project stakeholders are often mentioned as essential players in projects (Polonsky, M.J. 1995). Hence, Bakers Delight's direct stakeholders include shareholders, employees, suppliers and customers.

The mission of the company revolves around the brand name. As mentioned earlier regarding the origination of the name, that is, every baker should be delighted about the product he bakes and every customer should be delighted about the service they get. MVV statement clearly has an impact on company's operations and the customers' satisfaction level. Cleland (1986) introduced stakeholders and the overall management process as project management canon, as in such projects stakeholders are of prime importance. The suppliers are well aware of the quality requirements Bakers Delight need and hence supplying the products according to the standards.

Form of Communication

In order to be able to communicate properly among various stakeholders, different form of communication can be considered as useful, depending on the nature of the information will decide which method to use. For private or highly confidential information, Memo's or emails can be exchange, as they are safe form of communication and also save a lot of time.

As far as the employees are concern the best way to communicate would be through email notifications that can further be placed on notice boards so that all staff

members can read it. Since all the employees do not have access to the internet or personal computers at work, so by placing news or other information on notice boards will be very effective.

In order to make a change in a policy or plan, that impacts the operations of the business, each and every stakeholder needs to be informed about it. At Bakers Delight, the team is trying to work as hard as possible in order to make sure that suppliers and customers are informed about any change in company's policy or in business operation.

Employees

Bakers Delight has over 800 employees working for the company on different locations and different roles. The sales and production teams work hand in hand to ensure that the quality of product is delivered to customers with delight and on time. Most prominent roles in the Bakery are

- Bakery Manager / Franchisee
- Production Manager
- Baker
- Apprentice Baker
- Bakers Assistant
- Sales Manager
- Sales Assistant

Dress Code:

The dress code for all the staff members working at Bakers Delight is very simple, male and female both have to wear a Polo Shirt with Baker's Delight logo on it.

Baker's Delight OH&S