

Amoy

from 2 March 2015 to 6 March 2015



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Outline

About Amoy



About Internship



About our ideas

About Amoy



About Amoy

- Founded in **1908**
- acquired by **AJINOMOTO** in **2006**
- Spread **more than 40 countries**
- Core product is **金標醬油**



For 20 years !!

Soy sauce share NO.1 !! in 香港

About Internship



Concept of the Internship

To understand the Value Chain
of
food manufacturers

What is Value Chain?

Classify
the business
activities



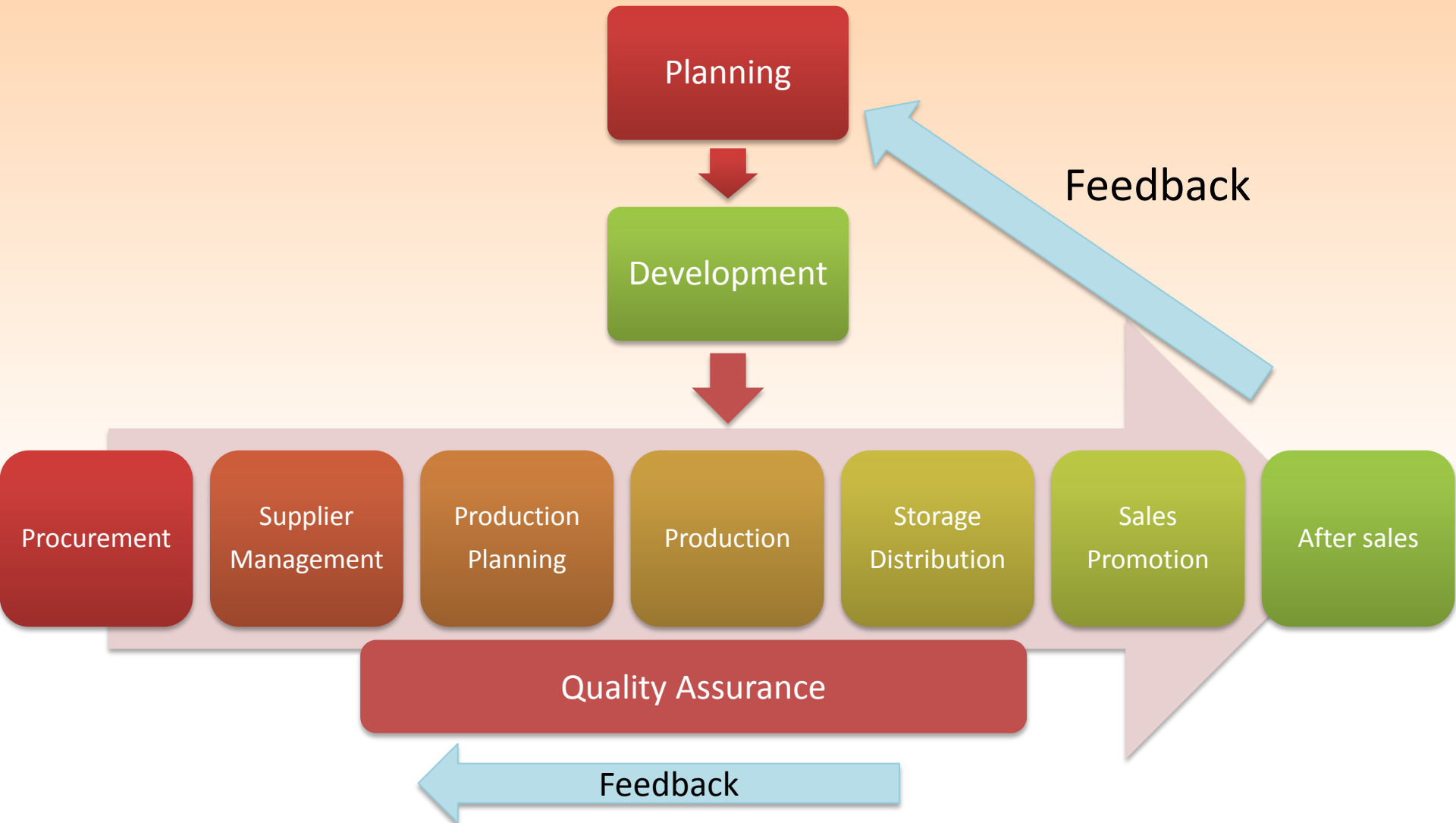
Analyze the
strength and
weakness



Explore how to
improve
business
strategy

Value chain in Amoy

(Development flow and Routine flow)



Schedule

Day1 Introduction. QA,R&D interview

Day2 Marketing/Sale interview. Market research

Day3 Procurement, PPC interview. Visit supplier.

Day4 Visit Sauce factory and frozen factory.

Day5 Interview with Chairman and Managing director.
Final Presentation.

interview



visit

Visit

Supermarket



Vinegar factory



Frozen food factory
Soy sauce factory



My thoughts

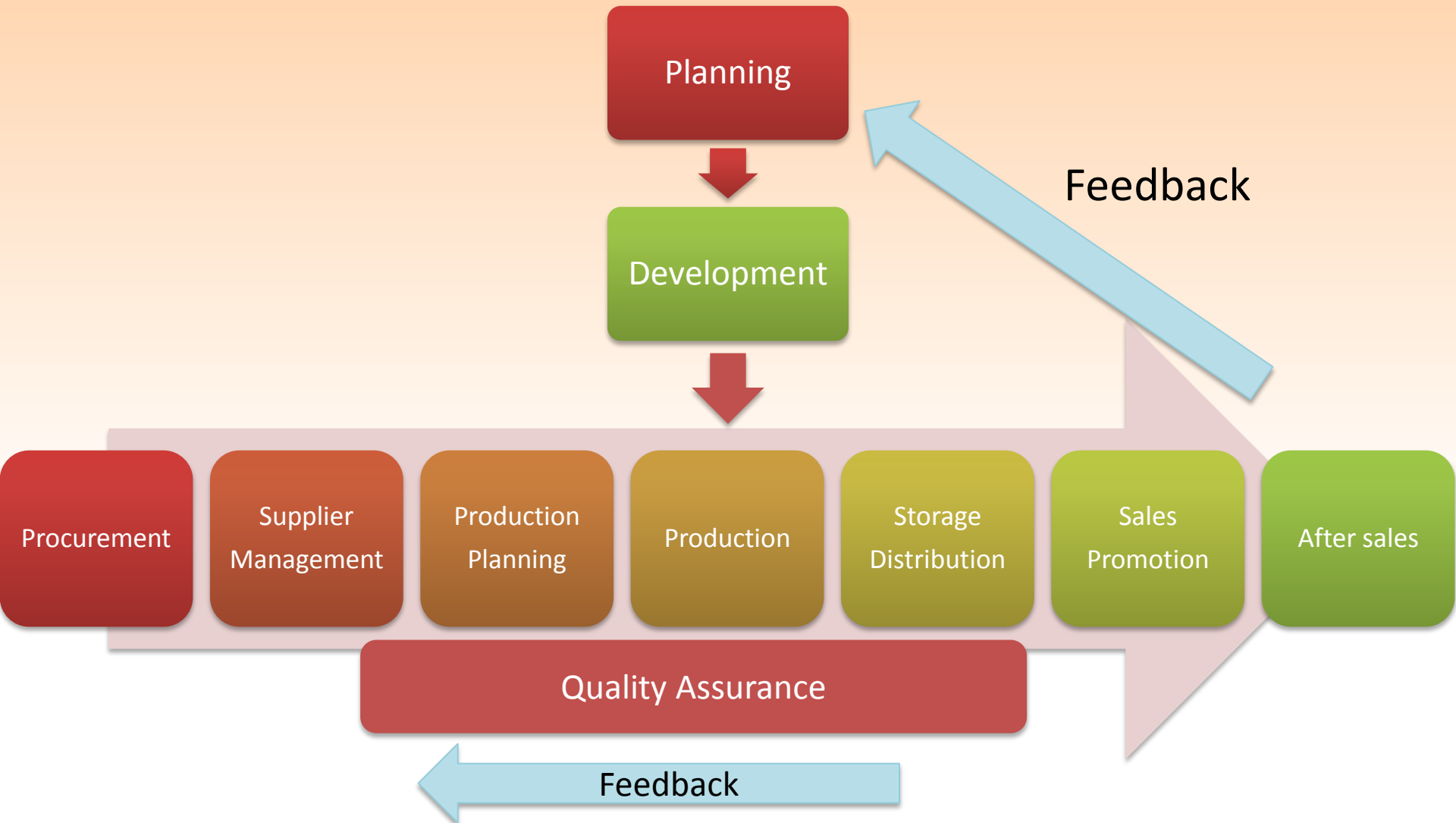


About our ideas



Value chain in Amoy

(Development flow and Routine flow)

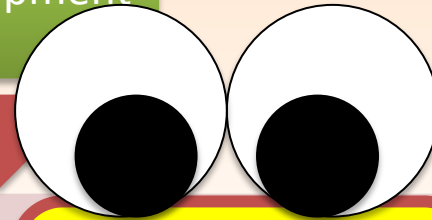


Focus

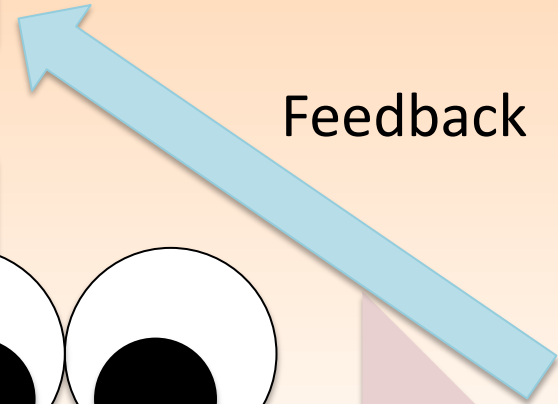
Planning



Development



Feedback



Procurement

Supplier Management

Production Planning

Production

**Storage
Distribution**

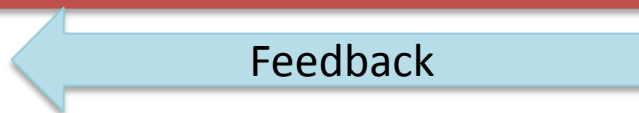
Sales Promotion

After sales

Quality Assurance

This one !!

Feedback



Background

Production



Warehouse

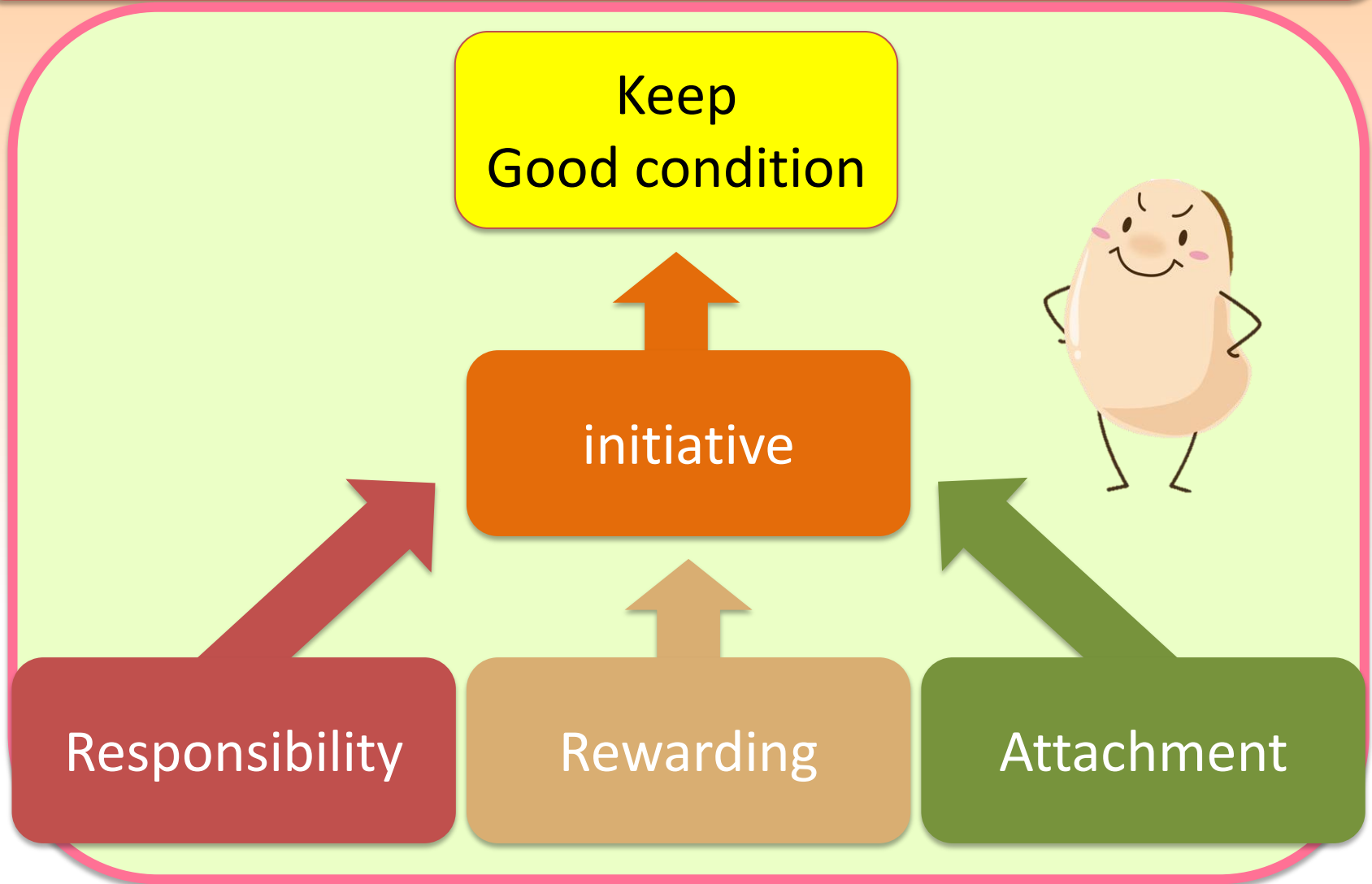


Customer



Loss...

How to Improve

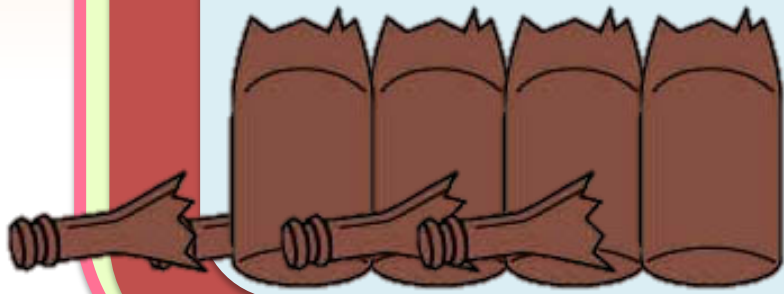


Sense of responsibility

Display

Display the **real things**

For a week



Display the **number**



Rewarding

Evaluation

Mutual evaluation



Election of MVP



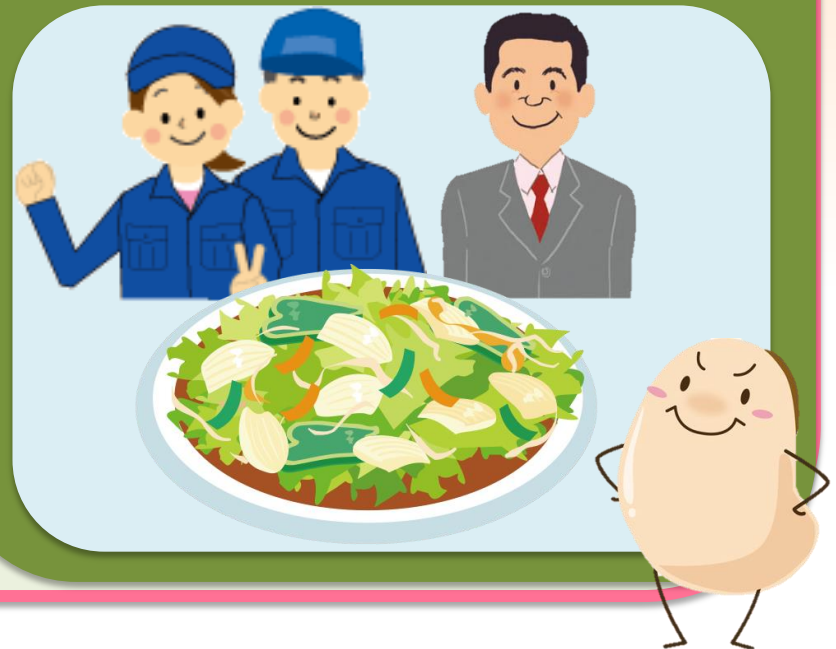
Attachment

Tasting

At home



With Executives



Conclusion

Warehouse employee



Thank You for cooperation!

