**Notes - Visit out –**

**Three generations have owned the business.**

**Staff**

* + - Staff turnover (low) some have worked there 20 years +
		- Low absenteeism
		- Seasonal staff( may be busier at certain times of the year)
		- Trained in all departments – this means that if someone is out not everything has to stop.
		- Staff from many different countries
		- Skilled and unskilled (semi skilled too)
		- Prior to the recession they struggled to get employees. They were using agencies originally (this was costly) now they have people calling to the door or e-mailing CV’s.
		- Non-nationals – these have brought with them new ideas to the business
		- 3 generations of employees from the same family.

**Floor staff**

**Factory floor** 🡪 must wear white coats/ flat shoes /no jewellry

* Good communication
* Work as a team
* Organisational skills

**Rules:**

* + no running is permitted
	+ There is a manual that all floor staff must read and understand
		- * In this manual are instructions on lifting and safety regarding stacking of shelves and boxes.

**Office staff**

* They need good computer skills 🡪 knowledge of VAT procedures etc
* Sales and distribution team
	+ What can we sell/ produce
	+ Prices?
	+ What do customers actually want

**Problems**

Returns 🡪 example Tesco if the boxes are too big for the shelf 🡪 they will be returned. Distribution costs will be affected.

If something arrives at the back and is not correct it must be sent back.

They must ensure that the boxes comply with store policies

**Health and Safety**

* Spills must be looked after immediately
* Accident record book is kept
* H + s course must be renewed every 6m
* Health and Safety inspector could call at any time. They must be allowed in immediately to inspect.
* HACCIP system in place.
* Employees must do course on lifting boxes etc.
* Appropriate work wear

**Warehouse**

* Must wear steel toe cap boots
* All machinery has warning labels and directions on it
* Keep everything off the floor
* Staff must wear special gloves in certain jobs to protect themselves from burns
* There is an accident recording book

**Fire safety**

* keep all exits clear
* Fire extinguishers must be checked at least evrey six months
* Should a fire safety officer arrive on site they MUST be allowed enter and conduct their inspection immediately

**HACCP system in place**

* This is a legal requirement since 1996
* It is a very complex system
	+ The scale ranges are: High, Medium, Low
	+ Caffreys are considered LOW. They have also broken this down into
	+ Flow plan 🡪 hazard analysis🡪 Pest control 🡪 Health and Safety
* Separate warehouse for finished products/ Raw materials
* Metal detectors
* All products are weighed and checked
* At the end of each production run the machines are checked for the next day to ensure they are in correct working order.

**Negative impacts of Europe**

Closed down all the sugar production in Ireland, therefore Caffreys can not source sugar here. At present the price of sugar is very expensive and they must source it from abroad. The import it from France and Uk and they have to incur the extra transport costs to get it here to Ireland.

**Positive impact of Europe**

Euro 🡪 this makes it easier at the trade shows. Now they only have to deal with three main currencies. Euro / Dollar / Sterling

They can export their goods easily/ easier than in the past

Distribute in Europe cheaper

Import from Europe also

**Planning**

In August they are making plans for Easter

This year 2014 they mentioned that they were planning for Christmas in February

They are agreeing prices with suppliers, assessing packaging costs, purchasing product in advance. The sooner they do this and if they buy in bulk it can help provide cost savings.

**Technology**

* They are currently upgrading their website
* e-mail has helped speed up the business process, it is instant.
* In the past trade shows were a huge part of the business to see what others were doing and new innovations. Nowadays they can search on Google.
* They have a facebook page, they stated that it was a good marketing and advertising tool. It is an inexpensive way to get the message out.
* EDI electronic invoicing has made things a lot easier. It speeds up payment and postage costs are down as invoices go via e-mail rather than post
* Ebanking 🡪 business to business ebanking has made funds transfer easier, speeding up the payment process.

**Marketing**

**Print media🡪I**n the past they would have advertised in newspapers etc. but not so much nowadays.

**Business 🡪** they target Aldi, Dunnes, Lidl in the hope that they can get their product into their stores.

**Teachers🡪** to promote Caffreys as a location for school visits they would advertise in INTO magazine.

**Advertising 🡪** the best form is TV but it is very expensive. If RTE or TV3 call and are looking to film they would never turn them down. It is great FREE publicity.

Radio is less expensive:

Recent cost at half price:

For 26advertisements at 20 seconds each🡪 cost 3000 euro

You must ensure to target the right people and get your name out there through this type of advertising to make the expenditure worthwhile.

They find that leaflet drops can be good in promoting the business.

**New products**

These can often be found in the trade magazines. Up and coming products are advertised here.

Example: Confectionary Magazine.

**Location**

Caffreys is located just off the M50 and is close to Dublin port and Dublin Airport 🡪 what does this mean for transport + costs?

They have easy access to main roads

It is located in an industrial estate 🡪 think employees?

**General Information**

Bar-coding cuts down on stocktaking.

Support Irish🡪 It can make such a big difference to small/medium companies

Their Busy Times are Easter/ Christmas