

NICE PRINT SERVICES
Corporate Social Responsibility

Company History

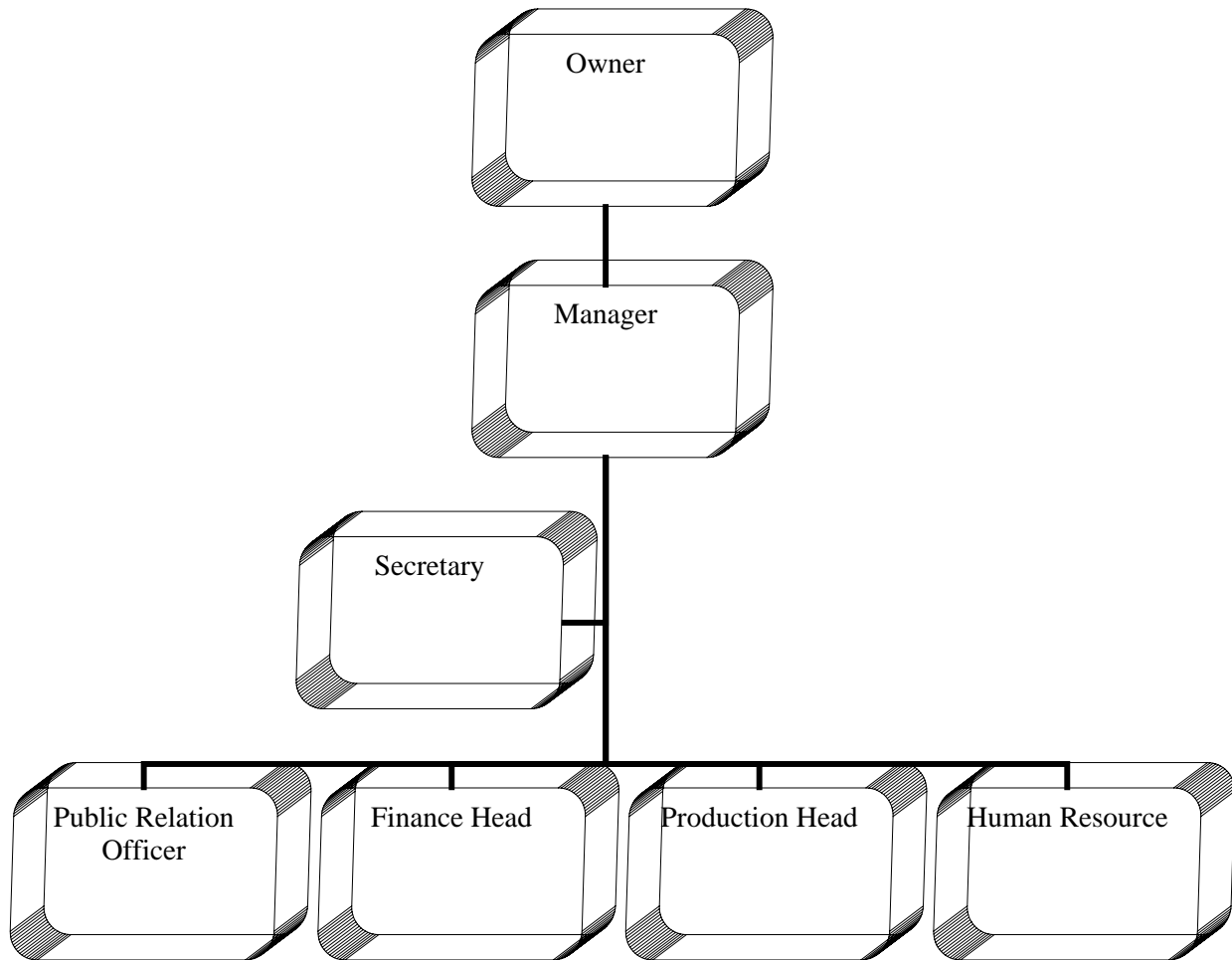
Nice Print Services started operating in 1994 Mrs. Lyn Lorenzo start in a small office inside their house in General Luna, Concepcion, Malabon and now move in Navotas. The company operates by simply coordinating with the supplier and the purchaser (client) as a middleman. More demand comes from the purchaser, in 1997 the company decided to import machine from the Germany to fully satisfied the needs of their clients. As a result, increase in the number of their Gross profit of Php 50,000 – Php 100,000 without machine per month to Php 1M – Php 1.5M with machine that really improves the company. Nice Print Services offers products with high quality of materials with the best-printed design. Catering almost 30 clients here in Manila like SM, Company B, American Boulevard, Colours etc. with their products.

Company Profile

Business Name:	Nice Print Services
Business Address:	#21 Rosas St. Merville Subdivision Tanza, Navotas Metro Manila
Business/ Product Line:	Printing jobs such as: <ul style="list-style-type: none">• Tags• Labels• Paper Bags• Boxes• Posters• Calendars• Stickers• Brochures
Telephone/ Fax	281-9158 / 281-5519 / 283-5006
E-mail Address	lorenzolyn@yahoo.com
Number of Employees	30

NICE PRINT SERVICES
Corporate Social Responsibility

Organization Structure



Products/Services

Tags
Labels
Paper bags
Stickers

Boxes
Posters
Calendar
Brochures

NICE PRINT SERVICES
Corporate Social Responsibility

Clients Profile

Clients Name	Contact Person	Location
American Boulevard	Miss Emie	Quezon City
Sesame Blues Cheers	Miss Marlyn	Quezon City
Colours	Miss Sally	Manila
Company B Liberte	Mr. Obet	Manila
Crissa Hot Kiss Ego	Miss Baby	Pasig
Pink Soda Blue Soda Fern	Mr. Jessie	Caloocan
Ricoh Phils	Mr. Willy	Makati
Bobson	Mr. Charie	Quezon City
St. Jeans	Miss Mayleen	Manila
Tentay	Miss Lovy	Navotas
Book Mark	Miss Sol	Makati
GQ	Miss Gemma	Quezon City

Existing Business Process

The Customer will send their design to the Nice Print Services (NPS) then the NPS will check and make their price quotation and check if it is on budget. Purchase Order is made after the approved quotation. Nice Print will process the orders by paying a company to separate the colors of the design and another company in making the negative that will be used thru the machine. The Company will print it to the paper and send to Die Cut Company wherein the paper is cut according to its proper proportions. Packaging and Delivery takes place and payments are thru cash or postdated checks. Inventory of stocks and raw materials happen 3 times a year. Payroll of the employees is computed manually according to hours work.

NICE PRINT SERVICES
Corporate Social Responsibility

Competitive Profile Matrix

Critical Success Factors	Weight	Nice Print		Pearl Island		Well Prints	
		Rate	Score	Rate	Score	Rate	Score
Technological Expertise	0.20	2	0.40	4	0.80	4	0.80
Distribution Network	0.15	3	0.45	2	0.30	3	0.45
Quality of Product	0.15	4	0.60	4	0.60	4	0.60
Pricing Strategy	0.15	3	0.45	3	0.45	3	0.45
Financial Position	0.15	3	0.45	4	0.60	4	0.60
Management Experience	0.10	2	0.20	4	0.40	4	0.40
Customer Service	0.10	3	0.30	3	0.30	3	0.30
TOTAL	1.00		2.85		3.45		3.60

The Competitive Profile Matrix shows the comparison between Nice Print Services, Pear Island and Well Prints. The groups benchmarked the top company that is also popular in Quezon, City. The table shows the different critical success factors, where the group can identify the competitive advantage of the company. It tells the weaknesses the factors that can be improve of Nice Print Services.

Critical success factors that includes Technological Expertise, Distribution Network, Quality of Product, Pricing Strategy, Financial Position, Management Experience, and Customer Services. In some points Nice Print Services is equal to the performance of the other companies. On the other hand, the financial position and management experience holds back the company. The group suggests that the company could acquire information system to gain more competitive advantage.

Identifying Strengths and Weaknesses

STRENGTHS

1. Human Resource is effective and efficient

Employee relationship with their supervisor is good. The supervisors do consulting if employee has needs every time. Most of the time communication is present especially when problem arises.

2. Good Quality of products

The company uses the best materials. Customer satisfaction should be one of the company's driving forces. In the production of its products, quality should be important. Good product quality will help the company in marketing its products through good customer reviews.

3. Financially stable (ability to purchase raw materials even in bulk of orders)

The company develops with proper management in terms of handling their finance.

4. Supplies to many customers

NPS supplies to different leading stores here in Manila like Company B, Bobson, American Boulevard, Blues Clues, Pink Soda and even the top retailing company here in the Philippines SM Department store is one of their clients.

5. Just-in-time production/delivery of products

NPS make sure that the orders are delivered on time. They'll make sure that products are delivered with high quality and sometimes delivered ahead of time. This make the clients admire and continue availing their products and services.

WEAKNESSES

1. Lack of Advertisement

Marketing is one of the ways a company attracts customers. Through advertising, whether print, radio or TV, a company makes itself known to the market. Without advertisements, it would be difficult for the company to attract more clients.

2. Warehouse is small

NPS has a small place wherein the production and stocks are in the same place. Acquiring more space for their products can help them minimize lost of stocks. Disorganize stock room and proper placing of machines and department must be look at thus it will eliminate time.

3. Manual Operations

All business process like payroll, inventory of stocks, monitoring of sales, financial statements etc are done manually. The company doesn't have any organize documents that will help them decide for the future purposes. Files are disordered and not stored in a place wherein it could be use as a reference. Documents are an important factor in a company's operations, without documents, internal and external communication would be difficult. Also, documents are important in keeping track of the activities of the company and provide evidence regarding the results of operations of the company.

4. Old equipments

NPS machines are old, sometimes when malfunctioning of the machine happens it affects the business process of the company.

5. Lack of Employees

When there is many orders lack of employees it is hard for them to find qualified employees.

NICE PRINT SERVICES
Corporate Social Responsibility

Internal Factors Evaluation Matrix

KEY INTERNAL FACTORS	FUNCTION	WEIGHT	RATING	WTD SCORE
STRENGTHS				
Human Resource is effective and efficient	Management	0.10	4	0.40
Good Quality of Products	R & D	0.15	4	0.60
Financially Stable	Financial	0.10	3	0.30
Supplies to many Customer	Marketing	0.10	3	0.30
Just in time production/delivery of products	Culture	0.05	3	0.15
WEAKNESS				
Lack of Advertisement	Marketing	0.10	2	0.20
Manual Operations	Management	0.10	2	0.20
Warehouse is small	Management	0.05	1	0.05
Old Equipments	Technology	0.10	1	0.10
Lack of Employees	Management	0.15	1	0.15
TOTAL		1.00		2.45

The Company having their strengths in terms of effectiveness in the internal functions of their Human Resource and the good quality of their products that is can be compared to top Printing services company is a edge of the NPS and its financial stability is their competitive advantage. The ability to accept bulk orders from clients and conduct good communication. Production and Delivery is their culture to be on time.

Regardless of the strength of the company, having a hard time on handling their operations contacting different company for their business process consumes lots of time. Promotion for more clients is lacking, advertisement through newspaper ads, brochures can lessen the weakness of the company. Old Equipments that sometimes affects the production leads to cramming and overtime of employees.

The company internal Environment is steady it is open for more improvement by acquiring different information systems that will lessen their weakness and use their strength to gain more competitive advantage.

Identifying Opportunities and Threats

OPPORTUNITIES

- 1. Acquisition of new IT products of high-tech machines**
New high-tech machines can make the business process to be more efficient and to minimize the problem of having less manpower. These new machines can replace their old equipments so they can increase their production and the services rendered.

- 2. Open Trade to other countries**
Exportation of products means more market and trades. By exportation, the company can encourage the company to increase their production because of several orders from clients not just locally but with other countries.

- 3. Clients prefer paper products**
The clients prefer their products rather than plastic products for example paper bags, tags, etc.

- 4. Increasing number of possible Clients**
New business establishments can be possible clients.

- 5. Online Business**
Online business is very much common for many companies today. This can help them to accept orders and have their business 24/7. More customers can also see the products/services that the company renders. This can make transactions more efficient.

THREATS

1. Entrance of China products/services

Much cheaper imported products from China can cause loss in sales because some of the clients choose other products. Quality wise the Philippine products have a

2. Popular printing Press Company expand their business

Fast growing competitors will cause more competition because they expand much faster than yours. Their Advertising and marketing strategy also grows

3. Clients switching to other companies

Clients that will shift to other printing companies because other printing companies can offer more services and high-quality of products because of high-tech machines

4. Unstable Peso Value

Peso value affects the company sales.

5. Unpredictable Client Orders

NPS cannot avoid clients' demands. NPS cannot determine when their clients will purchase more.

NICE PRINT SERVICES
Corporate Social Responsibility

External Factors Evaluation Mix

KEY EXTERNAL FACTORS	FUNCTION	WEIGHT	RATING	WTD SCORE
OPPORTUNITIES				
Availability of IT products and new high tech machines	TECHNOLOGY	0.15	4	0.60
Open trade to other countries	Socio-Cultural	0.05	4	0.20
Clients prefer paper products	CULTURE	0.05	3	0.15
Increasing number of possible clients	CULTURE	0.10	3	0.30
Online Business	TECHNOLOGY	0.15	3	0.45
THREATS				
Entrance of China products/services	SOCIO-CULTURAL	0.15	2	0.30
Clients switching to other printing Companies	CULTURE	0.10	2	0.20
Popular printing Press Company expand their business	CULTURE	0.05	2	0.05
Unstable Peso value/ Inflation of tax	POLITICAL LEGAL	0.05	1	0.05
Unpredictable client orders	CULTURE	0.15	1	0.05
TOTAL		1.0		2.40

Nice Print Services can acquire opportunities to increase their competitive advantage that also includes productivity and to generate more sales. With the opportunities presented the company can invest for more effective and efficient business process.

Even though the company has these opportunities there are still threats that will pull down the company if certain scenario happens. Entrance of China products that offers a very low price in the market, the changing demand of clients is can also affect the sales of the company. Competitor's influence can also directly affect Nice Print Services Company.

Thus threats can be overcome by strengths of the company by planning ahead of time to minimize possible risks. Information System can help avoid risks.