Mrs. Fields’ Cookies Essay, Research Paper

Mrs. Fields’ Cookies

In 198, Debbi Sivyer Fields, as president of Mrs. Fields’ Cookies, had dominion over 416 Mrs. Fields’ Cookie Outlets, 122 La Petite Boulangerie Stores, 129 Jessica’s Cookies and Famous Chocolate units. The Company employed 8000 people 140 in staff positions at the Park City corporate offices. The best-known part of this company is Customers knew Mrs. Fields’ Cookies as the upscale brown, red and white retail outlets that dispended hot, fresh chewy cookie like grandmother used to bake. Few are aware that by 6.00am. At 19 Debbi married economist and Stanford University graduate Randy Fields, than 29. Finding her expertise in demand by her husband’s clients, who often asked that she bake for their visits. Debbi convinced Randy that she should go that should go to cookie business. She firs opened his first her store in Palo Alto in California. More than a year passed before Debbi opened a second store in a high traffic tourist area of San Francisco” with the first one, I had what I wanted” Debbi recalled. As Randy has his thing to do everything day. Day by day, her stores getting spread to all USA also to out o USA.

The company started to expand to international market in 1982. They believed that it was irresistible and after some researches the company targeted to Japan, Hong Kong, and Australia. The first segment of search was the properties of products, which should be fits to selected market, which means changing the product according to their tastes and appealing. In this case they used to some of them, especially, CIS system, which primarily function, is capturing information and creating an idea after that cradling it and least make it communicative to the market.

Also, they made cookies would have to be changed to appeal to the Japanese palate, specifically, that the spices and physical scale of the cookies were wrong. So they made some changes for Japanese taste and they reached the success. So, clearly can see that they used to TPS, which means process transactions that occur within an organization. Primary information-processing tasks include capturing, creating, and cradling.

In the Mrs. Fields’ Cookies, Debbi visited the store and she saw that the store manager unable to interest the people in sample cookies so Debbi rearranged the tray so that people could take one piece without touching the others. Customer Integral System (CIS) this means extension of a TPS that places technology in the hands of an organization’s customers and allows them to process their own transaction.

Mrs. Fields’ Cookies, they arranged the work groups very good everybody knows what to do in the store how to show interest to customers. I believe, in this situation, they got use to Workgroup Support System (WSS), which is designed specifically to improve the performance of work groups by supporting the sharing and flow of information. This affects the work very good and one of their successes is WSS.

Provides periodic and predetermined reports that summarize information within a database. In the Mrs. Fields’ Cookies, the objective of being able to run each store essentially as Debbi ran the original Palo Alto store guided the implementation of information technology at Mrs. Fields’ that provides periodic and predetermined reports that summarize information within a database which is Management Information System (MIS). The Strategic goal of the MIS area according to Randy Fields was to put as much decision-making and intelligence into the store level PC as is necessary to free the manager to do those things that uniquely people do.

Also, Debbi makes decisions about the authority of the management for store controllers who reported to Debbi through a vice president of operations. Within 24 hours of the store controllers’ review. Debbi saw the same reports at an aggregate level, that is Decision Support System and artificial intelligence, facilities the processing of information to support decision-making tasks in environments that require significant analysis

The company tries to expand its product lines. It is important for them because they believe that they can reach their customers expectations as possible .So they can gain competitive advantages over their competitors we can mention about organizational force. For example, the company came in 14 varieties but also they move to brownies and muffins and after that candies and ice cream also it was part of the sweet snack industry, which included the packaged snacks segment.

But I believe that this company has some weaknesses. For example, they don’t have teamwork exactly. Debbi makes all kind decision and it is not possible to get information from subunits. This is very important factor for a company that wants to improve its business to higher levels.

Mrs. Fields’ Cookies did not use Information Partnership while they were opening their first store out of USA with the Japanese people but later on they realized the importance of that, then, they separated and continued their business.

Mrs. Fields’ Cookies never use timeless and location less operations for their all operations are all planned before they start, this kind of operations can cause bad effects to the store.

Mrs. Fields’ Cookies is the best example of this organization they absorbed many of the overhead functions into our existing organization including accounting, finance, personal, human resources, training and development they left 2 people in operations and one in R&D.

Bibliography

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