

**Pick**

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**Brief Description about Pick**

PICK is a private organization which serves readymade, freshly prepared "BALANCED" food that's good for all type of diets, whether you are on weight-loss, or weight-gain or even weight maintaining.

They make sure that each item displayed at their shops has full nutritional information, this allows any customer to pick whatever he or she needs for any meal throughout the whole day.

**Organization Size**

-Labor size

Pick have nine branches, each branch has 4 to 6 Labors

So, in total pick have more than 45 Labors

**LOCATION**

Pick have 9 branches (sharq , Hateen , Kaifan , AUM , Alsalam , Shwaikh , Qortuba , sea view and Gust )

-Their primary goal is to expand and cover all Kuwait areas in order to reach all consumers.

**Vision and mission**

VISION:

-To make the story of PICK become internationally

MISSION:

-Is to be a lifestyle. In addition, build a loyalty of Kuwaiti's population whenever they think about a coffee shop to step by.

**Types of goods and services**

Goods:

-They offer all types of healthy food like:

Sandwiches, healthy snacks, salads and platters, coffee and desserts.

Services:

When it comes to service pick are specialized in the best way to show their products starting from:

1- Stations that can be delivery to your place

2- design special yogurt cups with costumer name written on.

3-car delivery coverings all Kuwait areas

**Organizational planning**

The organizational planning of pick is to being the first choice for people who are locking for healthy and organic food.

**SWOT analysis**

Strengths:

They are the one who create the concept of healthy and delicious food.

Weaknesses:

Pick staff can't control working under the high pressure.

Opportunity:

People turn to adopt healthy life style, which will help the organization to keep expanding.

Threats:

The entry of new competitor in the market who also have the same concept.

**Product characteristics**

The product characteristics of pick is Healthy and organic Food.

**Work values and ethics**

The work values and ethics of PICK is in trying to reach customers satisfaction through giving full attention to their customer points of view and their complaints.

**Pick's Supply chain**

Suppliers:

Pick deals with numerous numbers of Suppliers locally and internationally supplying Pick with raw non-food materials and others supplying Pick with food items, they have about 160 food item and 90 nonfood items such plastics and hardware's.

Distributors:

Since Pick is only in Kuwait till now so they don't deal with distributors.

Customers:

Pick's Customers are mostly youth of all ages, from teenagers to youth adults, beside every person who craves something healthy and delicious with high quality

**Input and Output transformation model.**

Input: Fresh and healthy ingredients

Output: Healthy dishes which helps consumer to adopt the healthy lifestyle.

**Competitive environment**

Pick have so many competitors such as Froyo, Pinkberry, Red Mango and urban bites offering a frozen yogurt to customers.

**Scheduling**

Pick open from 6:30 AM to 11:00 PM.

They have scheduled their opening ours with the workers in tow shift:

The first shift starts in 6:00AM to 3:00Pm

The second shift start in 3:00 PM to 11:30PM

Pick manage preferred to give a day off in Friday and Saturday rather than gives them any day else in the week because of the work pressure

**Product life cycle**

Whenever PICK introduce a new product in the market, they first look the customer's opinion in social media account and based on that they make their decision whether they keep it or lose it. For example, the pistachio souse is the number one top selling and the most loving souse bay the customer and they are keeping it based on that.

**Forecasting**

At PICK every two months they forecast their sales to know what they earn most from and keep it, and what they can lose from their product line.

And they make another forecasting based on which area they are going to open next and whether it's good to open it or not

**Waiting lines**

Because of the multi casher in every shop, the waiting line can take around 5-10 minutes and they are trying to make it shorter by doing every order as fast as they can