


Presentation Purdy's Chocolates





Team 4
Markus Schmidt

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Purdys Chocolatier
8330 Chester Street
Vancouver, British Columbia
Canada V5X 3Y7

Regular Hours
Monday to Friday,
9:00am to 4:00pm (PT)



Kristen Dean



CEO Karen Flavell

CEO Karen Flavell

Kristen Dean was the Undercover Boss

She is Director of merchandising and marketing for parties' chocolates





Purdy's is one of the nation's oldest chocolate Company
one of Purdy's most famous candies is the cherry chocolate.

Purdy's chocolate has been around for 105 years.
They have over 61 stores and more than 800 employees

Parties was started in 1907 by Mr. Richard Purdy
Karen Flavell father and a partner bought it in 1963
Karen Flavell took over from them in 1994









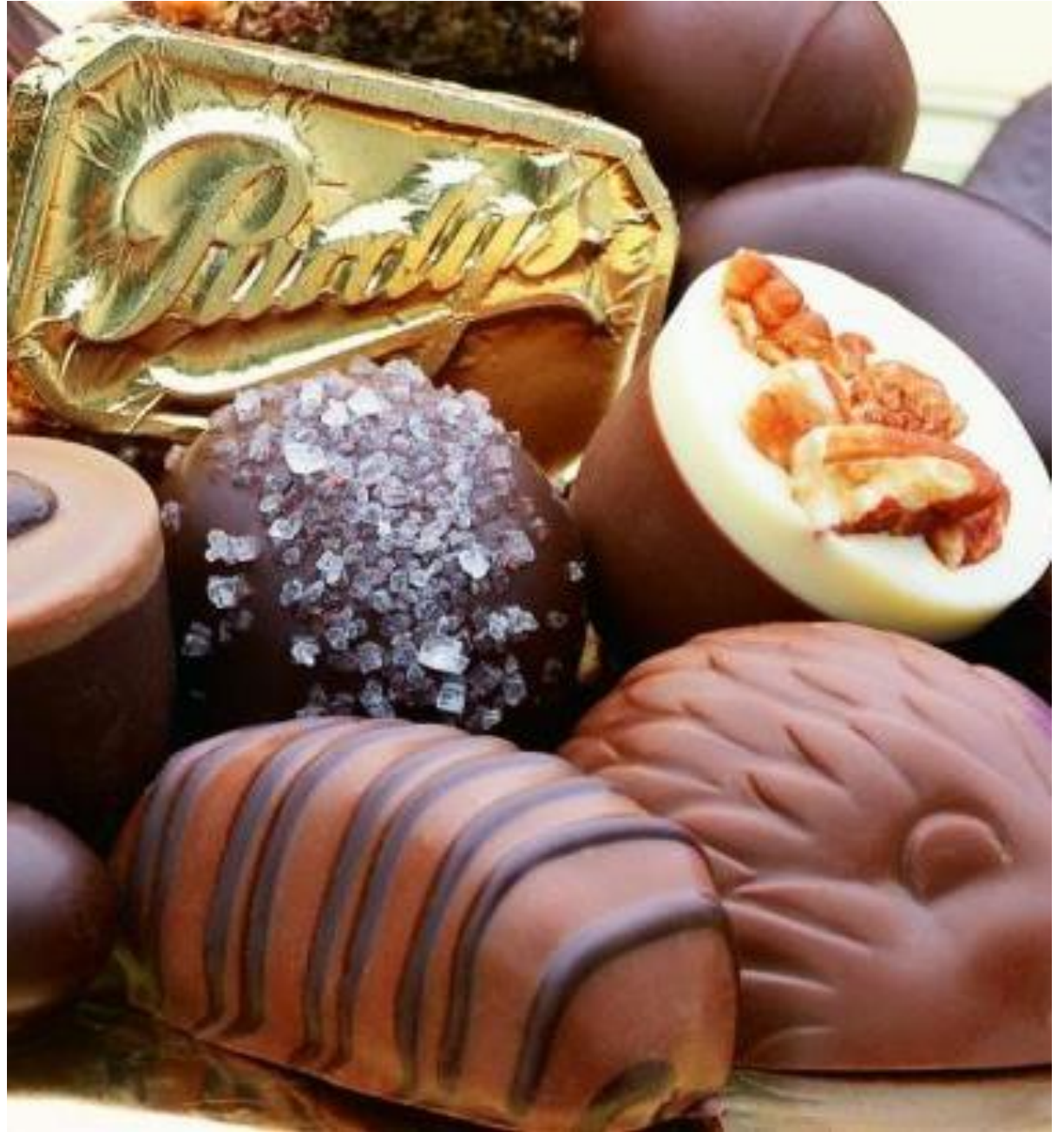


Purdys
CHOCOLATIER

THE OFFICIAL CHOCOLATE OF CHRISTMAS

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WE'RE FUNDRAISING WITH PURDYS CHOCOLATIER!



5. Describe the different employees that the “boss” worked with

1. Kathy is a chocolate connoisseur and is in her 21st year
2. Alicia assistant manager Alisha, she is just over two years at Prudy's
3. Elsa one of Purdy's veteran workers
4. Jessica, Shop Manager in Ontario





6. Describe what the “boss” did in each position

1. She was working with Kathy and made one of the most famous product from Prudy’s, the cherry chocolate.

2. She was starting in Edmonton Alberta for her second day. In Edmonton she was working in the headed top performing shop as salesperson.

3. Kristen was working again in the Chocolate Factory but with a different employee, she was working with Elsa at the packaging line.

4. Undercover Boss, Kristen, was in Ontario for a chocolate ball with Jessica and you met Gery who recognized you





9. Conclude with one key point that your group learned from this episode

Summarize the results of going undercover

- Undercover Boss was such an honor!
- She did see some things that need improvement both in the production environment and in the shops.
- She saw a lot of misunderstandings and struggles when it came to targets.
- The Factory need to improve getting inventory to shops.
- They saw problems in production that affect the health of workers



It was a success for the company to take part in this program and to introduce someone from the management level as a trainee to see possible errors in processes and other problems.

Because of this action, the company was able to improve.



DO YOU HAVE ANY QUESTIONS SO FAR

