

This report is overly short.
Which of the mid-term projects are you doing?
You need more structure and explanation in here
Introduce the company
Think about the focus (see project choice)
Bring that down then to some conclusions

Importance of Human Resource Management of Wedding Cake industry in Taiwan- A case of Rivon

Who wrote this?
No cover page

Executive Summary:

Too short for this

The report is aim to explore the (dis)satisfying aspects of employees in wedding cake industry. How the organization support and hinder them doing their jobs and meet their business achievement. Take Rivon a chained wedding cake store of Hunya Food cooperation as an example to do the research. Nowadays, a lot of stores to make biscuits and bread which threaten the traditional wedding cake industry. Rivon as the biggest chained store in this industry must has its special method of management no matter in shop or human resource but also effective strategy to meet customer's needs.

Finding:

The requirement of their staff:

Gender preference	No particular
Personal traits	Good appearance 、fluent spontaneous reaction
Limitation of clothing	No tattoo 、hair should above shoulder 、accessories in black
Plus condition	Skilled in service industry

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Group –based performance reward

-achieve the standard: get certain bonus

-not achieve the standard: encourage no punishment

Training of employee

-rookie: step by step directed by assigned mentor

-veteran: specialist to give them new service technique randomly

Dissatisfying aspects of employees:

-satisfying aspect:

- A. The working environment is tidy and comfortable.
- B. Group-based performance gives individual a sense of achievement
- C. Seeing couple's happiness is a memorable thing in life.

-dissatisfying aspect:

- A. You have to tolerate the customer unreasonable asking.
- B. Feel stressed when the performance not meets the standard.
- C. Keep professionalism all the time is boring.
- D. This occupation is not a good choice to make a fortune.

Conclusions:

Like the interviewer say there are three principles that every member in their group have to recognize and thoroughly carry out are:

Not just selling product 、 Selling a dream 、 Selling a promise

We can conclude that wedding cake industry must have strong **identification** to company and customers. Hence, you will feel that you're doing a job but a kind of achievement. By this, the customer also can feel your cordial treatment and the business will come continuously.