

CHAPTER FIVE: CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

My job in the company was enriching, educational and inspirational. The project represented a challenge as the ideal tools were not available. The extreme confidentiality that *Abril* maintained with their financial statements obstructed my capacity and prevented a better outcome.

This situation was somewhat frustrating since this barrier did not allow for budget planning or financial reviews; steps that are of vital importance to a project of this nature. Timing was another inconvenience in this assignment, since the schedule that was planned since the beginning, did not allow for me to present a complete report, which will be done in a later stage in the project; the strategy needs to be deepened and it still lacks a consistent action plan and a set of controls.

In spite of the barriers, I managed to accomplish my main objective; to support the company in the areas that they needed assistance with, and to learn from it.

The experience of working in *Abril Candle Factory* provided me with many opportunities to learn and grow not only as a student, but also as an administrator; since the company has offered me a full-time permanent position in their staff, I will be responsible for providing support to the Operations Section in LEUR Enterprises Inc. And my first assignment in the company is to continue the development of this study and see it through to its conclusion.

5.1.1 What Worked Well

- Having passion for the project. The complexity and challenge of this kind of project enhanced the passion for my career
- Multitasking within the organization

- Having the opportunity to learn from several people within the organization was remarkable and provided very rich conversations.
- Working with people that were passionate about their work
- The weekly meetings with most of the company's staff. I learned a lot from preparing talks for those meetings to the way they should be carried out.
- Everyone treated me with great respect and tried to make me feel as part of the company at all times. They were very pleased with my efforts and especially with my undertaking of duties and responsibilities that weren't assigned to me.
- Having a great boss/supervisor. Mr. MacPherson and I worked side by side on this project, even if he gave me a lot of independence as well. I was able –and asked- to decide many aspects concerning strategy of the marketing plan which gave me a great feeling of self-confidence. He and many other people of the team relied on me.

5.1.2 What Could Have Been Better

- Most of the people working in LEUR Enterprises Inc. are completely uninvolved with the companies that they hold; therefore they aren't aware of many small and medium sized problems in the SME's. Improving communication between LEUR and its holdings would make a great difference.
- I would have liked more collaboration, especially in designing the outline for the marketing plan because I didn't know exactly what their expectations were and/or if my proposed outline was going to fulfill their expectations –which it certainly did.

5.2 Recommendations

Regarding the SMP, I have some recommendations that I'm convinced the company will take into account for the completion of this project.

To capitalize on its future success with American clients, it would be suitable to establish benchmarks to learn how the company could improve their products through better knowledge of its customer's needs. These benchmarks should be determined through a late marketing research.

Major U.S. candle manufacturers typically offer between 1,000 and 2,000 varieties of candles in their product lines. I would then recommend *Abril* to augment the products offered in the U.S. market.

To become a regular member of the NCA and adhering to the national *American Society for Testing and Materials* (ASTM) candle standards would be beneficial, so that *Abril* can certify that they have pledged their commitment to quality products and practices.