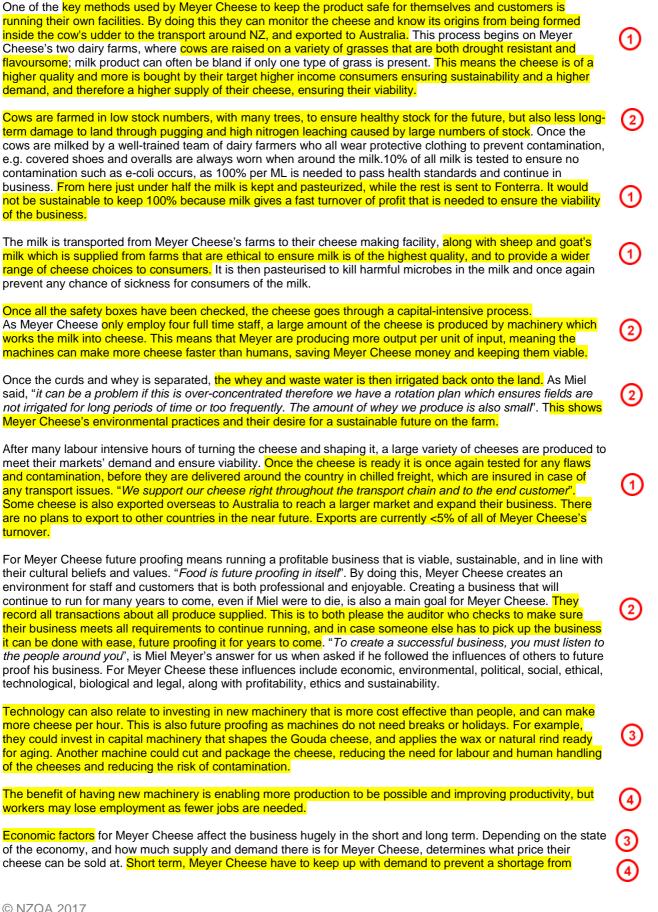
Introduction ...

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Student 1: Low Excellence



occurring, while avoiding overcompensating and creating a surplus, meaning there is too much cheese produced for Meyer Cheese's market. If either of these situations were to happen, the business would likely suffer a loss in profits.

Long term, Meyer Cheese must watch NZ and overseas economies to ensure they can future proof for depressions in the market or changes in general and try to increase their market presence in NZ by implementing a marketing campaign and getting their cheese sold in more speciality cheese and deli retail locations around NZ. Additionally, by increasing production with more capital input as explained for technology, they could look at securing more retail locations in Australia and exporting more cheese to Australia, increasing their market presence there with a marketing and advertising campaign. This would help ensure the long-term viability of the business by securing more retail locations to sell their cheese

Environmental/ethical awareness is an influence for Meyer Cheese "to protect the land so it is here for future generations". This shows they are looking to future proof the environment in the long term. This is done by keeping stocking rates low on each farm and pumping whey back onto the land as mentioned earlier, and fencing waterways and getting on board with healthy rivers, to stop erosion and major nitrogen leaching, which can stay in the land for hundreds of years, and damage future water quality.

By doing this, pugging damage to soil is reduced, and nutrients taken out of the land through cropping, grazing, etc is re-applied, keeping the land in pristine condition today, and for the future. Public waterways are kept clean, protecting future generations who may use it for swimming.

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Cultural views within business, such as only using natural calf rennet, and staying in line with their beliefs is huge for Meyer Cheese as it defines them as a business and will continue to do so for years to come. The cheeses produced are non-vegetarian. As Miel said, "we use a natural calf rennet which is keeping in line with our traditional style". Beyond business, vegetarians will not be able to buy Meyer cheese and will take their business elsewhere to cheese makers that use vegetarian rennet. This is a growing market that Meyer is not currently tapping into and so is a lost opportunity to make more sales and future proof the business.

Social influences are related to aspects such as social media and promoting online, e.g. Facebook, to attract a wider range of people. Social also includes building strong relationships with customers, that will continue to buy the cheese long term, future proofing sales.

Biological influences such as selective breeding means Meyer farms can breed dairy cows with high production rates. This means they produce higher output per unit of input, and in the future stock will continue to be productive and have the same bloodlines. A consequence of this is that Meyer farms will keep the same bloodlines and local breeders will no longer be needed, leading to decreased income for local breeders.

Scientific research within business is done by Meyer Cheese to ensure cheese is up to standard for export. By testing each batch for bacteria to ensure safe milk is being used with no bugs, and testing different combinations of cheeses, Meyer can see which cheeses are most popular among customers in the short term. Another consequence is the retail businesses that Meyer Cheese supplies to could sell more cheese to consumers, therefore making a larger profit, and increasing income.

Legal factors within the business include tax, ACC and company reporting obligations and health and food safety regulations, such as filling out report booklets for every batch of cheese, and making sure all requirements for staff, trucks, factory, etc are met. This avoids a bad review from auditors, or health inspectors which could lead to instant shutdown of a cheese-making business. By doing this Meyer Cheese are protecting and future proofing themselves in the case something goes wrong, e.g. contamination of milk. Problems can be instantly traced, finding what the likely problem was. Meyer's records also help to track any problems. Good reviews from auditors and health inspectors also improves the reputation and business viability of Meyer Cheese.

Conclusion ...

References: Miel Meyer Meyercheese.co.nz Fonterra.co.nz