The Indonesia Strategy Case: Confidential Instructions for Rupert



Thanks for your attention! Questions?

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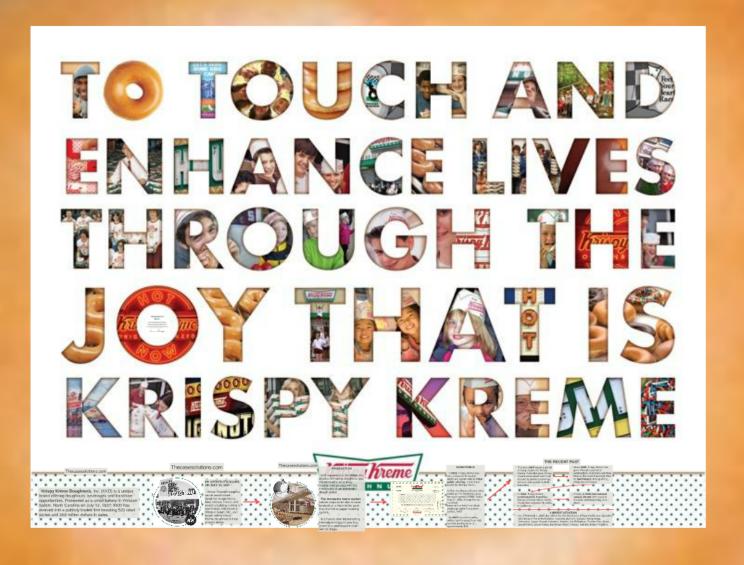
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STUDENT

EMILY KHAIROULLINE

PROFESSOR LIAM RYAN

Krispy Kreme Doughnuts, Inc. (KKD) is a unique brand offering doughnuts, beverages and franchise opportunities. Pioneered as a small bakery in Winston Salem, North Carolina on July 13, 1937; KKD has evolved into a publicly traded firm boasting 523 retail stores and 383 million dollars in sales.



WE BELIEVE...

Consumers are our lifeblood, the center of the doughnut
There is no substitute for quality in our service to consumers
Impeccable presentation is critical wherever Krispy Kreme is sold
We must produce a collaborative team effort that is unexcelled
We must cast the best possible image in all that we do
We must never settle for "second best;" we deliver on our commitments
We must coach our team to ever-better results

Vernon Rudolph



KK OPENED ITS DOORS ON JULY 13, 1937

Vernon Rudolph bought a secret yeast-raised doughnut recipe from a New Orleans French chef, rented a building in what is now historic Old Salem in Winston-Salem, NC, and began selling Krispy Kreme doughnuts to local grocery stores.



PRODUCTION

With expansion in the 1950s, the process of making doughnuts was transformed to an entirely mechanized process with the introduction of an automatic dough cutter.

The innovative menu system helped shops to be able to order products at a much faster pace than the former paper ordering system.

In 10 years after implementing innovations Krispy Kreme has grown to a southeastern chain with 60 shops.