

The Indonesia Strategy Case: Confidential Instructions for Rupert



Thanks for your attention!
Questions?

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Thecasesolutions.com

Krispy Kreme

DOUGHNUTS® MC

MOSCOW
UNIVERSITY
TOURO

ecasesolutions.com

STUDENT

EMILY

KHAIROULLINE

PROFESSOR

LIAM

RYAN

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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.

TO TOUCH AND ENHANCE LIVES THROUGH THE JOY THAT IS KRISPY KREME



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

A handwritten signature in black ink that reads "Vernon Rudolph". The signature is written in a cursive, flowing style with a large initial 'V' and 'R'.

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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.

