

Mission

To deliver great service and exceed the joy of eating to the point




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## Why Jollibee?

Tony Tan Caktiong has mentioned that the cheerful bee mascot of the giant food chain represents the Filipino spirit that we all carry—jolly, hard-working, and optimistic.

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Started in 1975 by Tan Family  
Ice cream parlor

Jollibee is the largest fast food chain in the Philippines, operating a nationwide network of over 750 stores. A dominant market leader in the Philippines

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**Trade secrets:  
Managerial guidance  
for competitive  
advantage**


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Over 570 stores in the Philippines  
16 stores in the US (CA/NJ/NY)  
9 stores in Europe  
9 stores in Vietnam  
1 store in Hong Kong  
1 store in Sapporo



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**Vision**  
We are the best looking QSR.  
The most delicious brand.  
We will lead in product taste at all times.  
We will provide FSC excellence in every  
restaurant.  
Progress in every market.  
By year 2020, with over 4,000 stores  
worldwide, Jollibee is truly a GLOBAL  
BRAND. (and the Pigeon will be served  
worldwide)

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# Why Jollibee?

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Values  
Customer Focus  
Excellence  
Respect for individuals  
Teamwork  
Spirit of family and fun  
Humility to listen and learn  
Honesty and integrity  
Frugality  
[TheCaseSolutions.com](http://TheCaseSolutions.com)

# Mission

To Serve Great Taste  
and Spread the Joy of  
Eating to Everyone



***[TheCaseSolutions.com](http://TheCaseSolutions.com)***



## Values

Customer Focus

Excellence

Respect for individuals

Teamwork

Spirit of family and fun

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Frugality

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### Vision

We are the best tasting QSR..  
The most endearing brand...  
We will lead in product taste at all times...  
We will provide FSC excellence in every encounter...  
Happiness in every moment...  
By year 2020, with over 4,000 stores worldwide, Jollibee is truly a GLOBAL BRAND. (and the Filipino will be admired worldwide)

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## Establish Alliances

With its success, the company bought out their competitors in the fast food business like Chowking, Greenwich Pizza, Red Ribbon bakeshop, Mang Inasal and Burger King Philippines

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Store Management  
Motivating & controlling crew members  
Efficient use of time  
Chain Management  
Consistency & reliability  
Uniformity  
Operational Management  
Franchise Service Managers (FSM)

# Competitive Advantage

Reduce Costs

- Delicious yet Affordable food choices compared to its competitors
- Provides promos that gives discounts to certain Jollibee products

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**Jollibee**