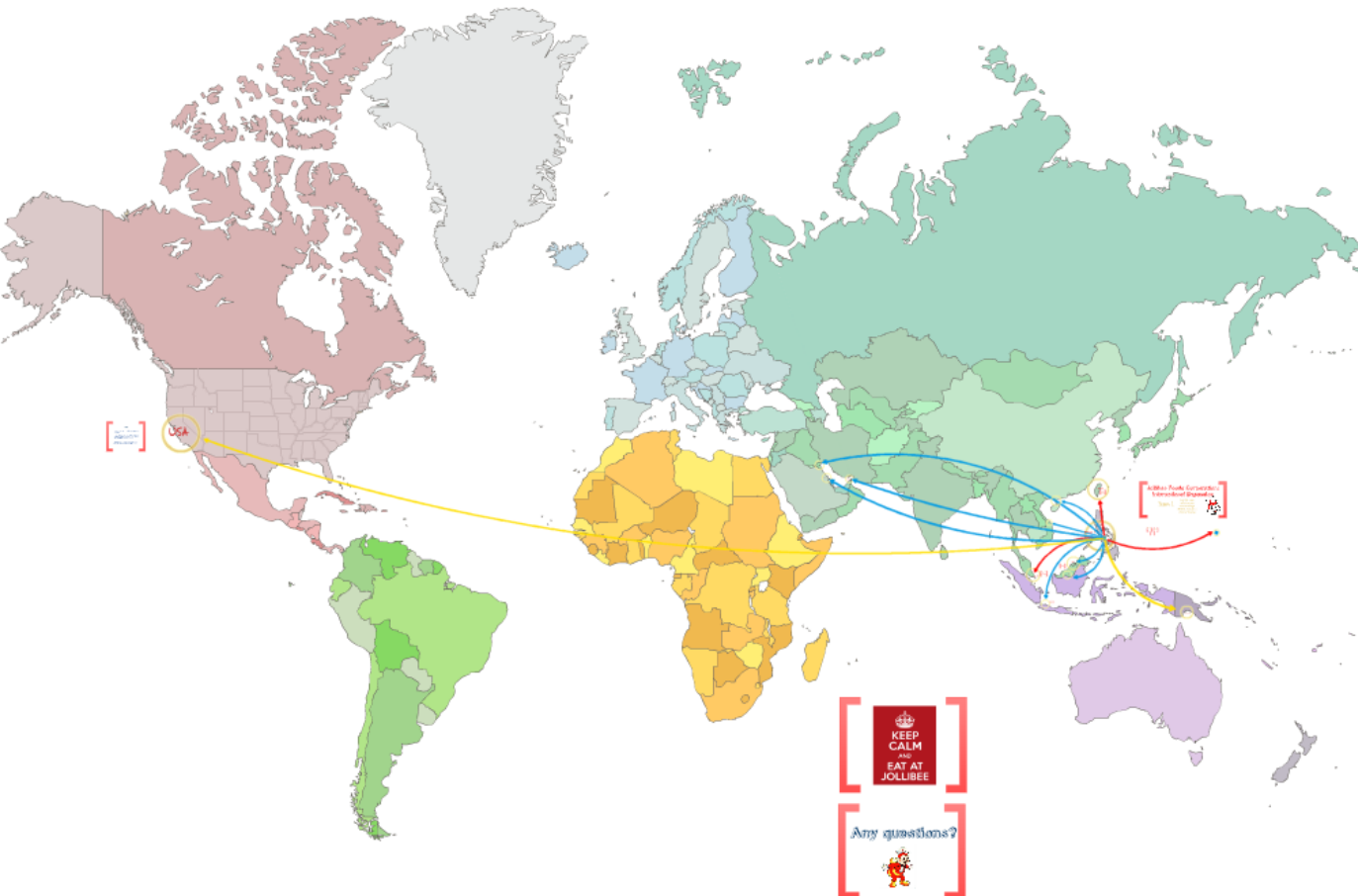


General Foods Corporation: Dessert Toppings Strategy



TheCaseSolutions.com

Executive Summary
 1. Selection of the right partners
 2. Account to provide local data

Midwest's Biscuits
 The Midwest's Biscuits is a leading manufacturer of biscuits in the United States. It has a strong presence in the Midwest region and is looking to expand its market share in other regions.

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Thailand's Biscuits
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Top 1000 Global Brands
 A list of the top 1000 global brands, including various food and beverage brands.

2014
 A list of the top 1000 global brands for the year 2014.

KEEP CALM AND EAT AT JOLLIBEE
 Any questions?

Jollibee Foods Corporation: International Expansion

Team 1

Alex De Leon
Jose Jimenez
Tessie Ladaga
Nathalie Ramirez
Andrea Vargas



History of Jollibee



Began as an ice cream parlor in 1975 owned by the Chinese-Filipino Tan family



Diversified into sandwiches after 1977 oil crisis doubled the price of ice cream. TTC's chef father created the home-style Philippine burger recipe

President, Tony Tan Caktiong (TTC)



"Five Fs" Philosophy

- Flavorful Food
- Fun atmosphere
- Flexibility in catering to customer's needs
- Focus on families

The Three Management Eras

1975 - 1993: TIC'S Era

Characterized by a slow expansion, mostly on the domestic country.

1994 - 1997: Kitchner'S Era

The "planting the flag" motto led to an internationalization "boom".

1997 - present: Tingzon'S Era

When Tingzon started to run this "happy" beehive, it was clear that a change in the company'S strategy was needed.