

General Foods Corporation – Dessert Toppings Strategy

USA

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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.