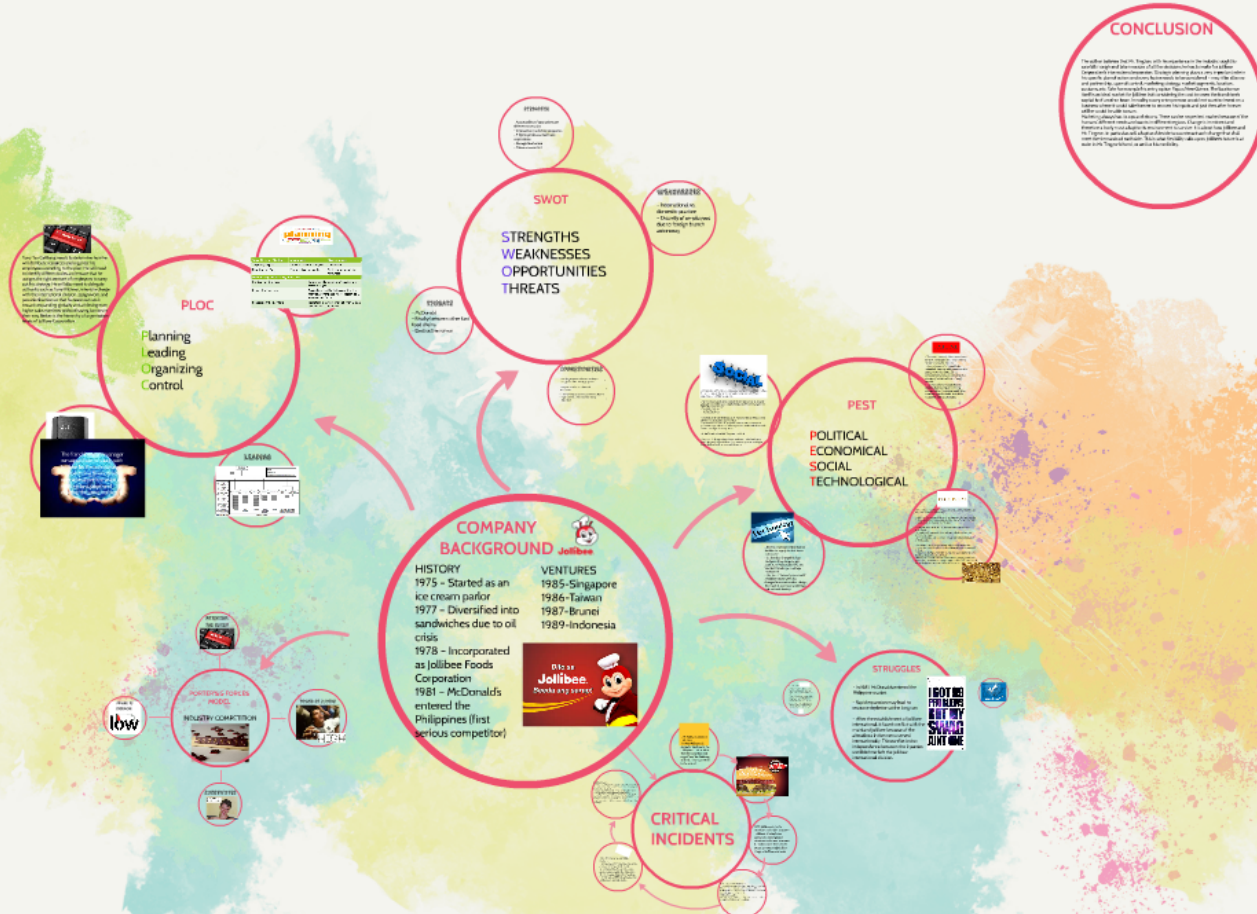
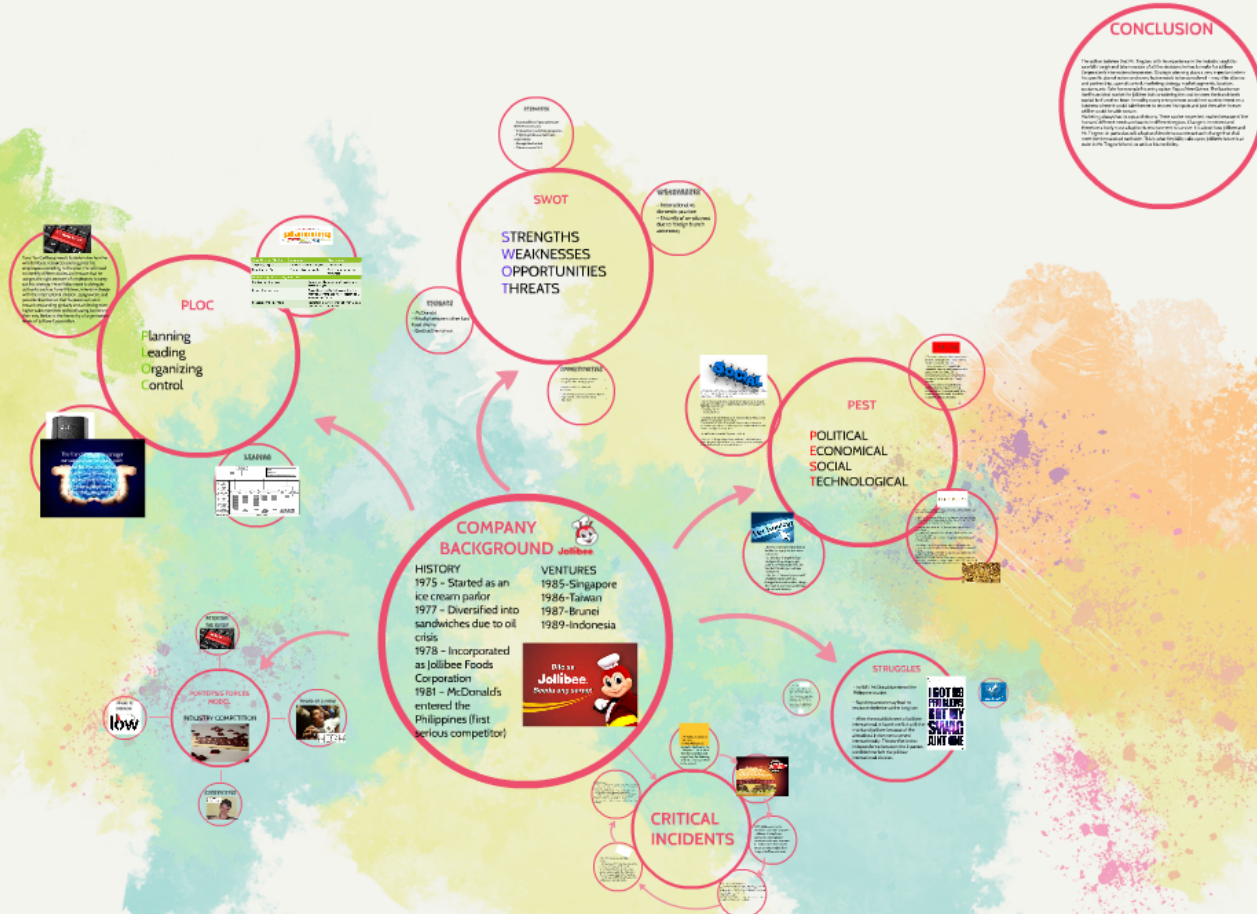


JOLLIBEE FOODS CORPORATION INTERNATIONAL EXPANSION CASE STUDY



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COMPANY BACKGROUND



Jollibee.

HISTORY

- 1975 - Started as an ice cream parlor
- 1977 - Diversified into sandwiches due to oil crisis
- 1978 - Incorporated as Jollibee Foods Corporation
- 1981 - McDonald's entered the Philippines (first serious competitor)

VENTURES

- 1985-Singapore
- 1986-Taiwan
- 1987-Brunei
- 1989-Indonesia



ILP...
PHIL 1981
In 1981 McDonald's started a franchise in the Philippines. This incident threatened Jollibee and urged Tony Tan Caktiong to build a strong position in the market.

1983 The Gov of Hull...
Mando "Bob" Tregon was contacted by his old nemesis Mr. Tim...
Caktiong and was appointed in 1997 as the General Manager of...
the International Division.
Tregon planned to open Jollibee in a country where there is...
no one could resist the massive number of...