

CORNER BAKERY CAFÉ Harvard Case Solution & Analysis

TheCaseSolutions.com



TheCaseSolutions.com





Information:

- Number of locations:
 - 152
- Founding year:
 - 1991
- Revenue:
 - N/A
- Number of employees:
 - N/A
- Type of service:
 - Franchise
- Net income:
 - N/A
- Specialization:
 - Pastries, breads, breakfast, sandwiches
- Home office location:
 - Dallas TX.

FEED THE DAY

corner
bakery

C A F E



Information two:

- Parent company:
 - No.
- Evaluation of menu:
 - Sandwiches
 - pasta,
 - soups, and chili
 - Baked goods
 - Beverages
 - Paninis
- Evaluation of websites:
 - Great layout
 - Very colorful
 - Nice pictures
 - Very organized



