

*International Business Strategy*  
**TEAM OVERACHIEVERS**



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CASE: "JOLLIBEE FOODS CORPORATION: INTERNATIONAL EXPANSION"

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# I. ANALYSIS

- Goal of the international expansion = 1000 restaurants within 6 years
  - Business model of Jollibee
    - Ownership advantage
- Factors for choosing locations

## II. STRATEGY PROPOSAL

1. Recommended business model and entry mode
2. Choices of market expansion and plan USA  
(Daly city – California)

Daly City, California will be the first market due to following analysis:

# CALIFORNIA ADVANTAGES

The success of Jollibee in Guam.  
Its menu appealed => American



(Source: Screenshot from Google maps)

# CALIFORNIA ADVANTAGES

The Filipino population



(Source: Pinterest – Marilu Ubas)

# CALIFORNIA ADVANTAGES

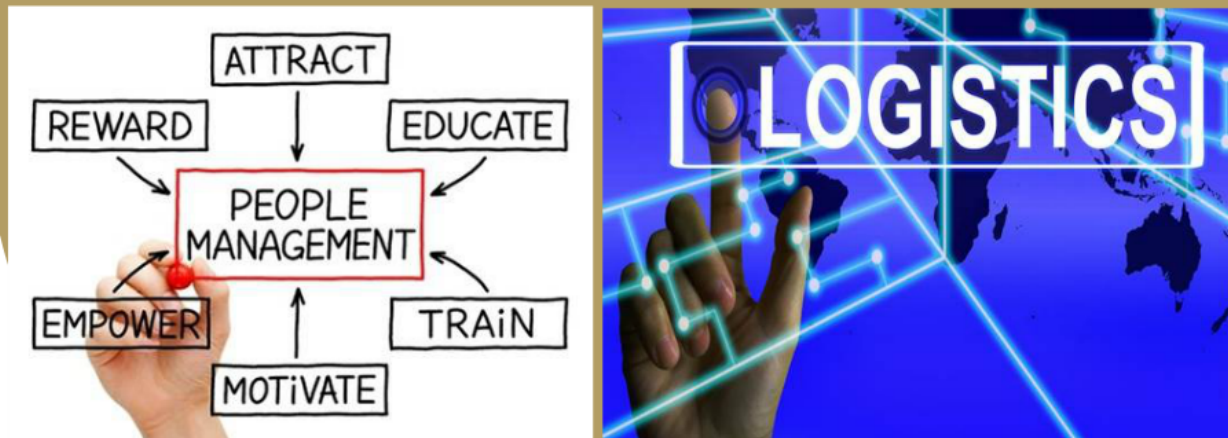
- The diversity of California
- Alternative equipment => solve high labor cost
- Financial and location supports





# CALIFORNIA DISADVANTAGES

Managerial and logistical problems  
=> Partly solved by Filipino American



(Source: [goalsandachievements.com](http://goalsandachievements.com))

(Source: [portallogistico.com.br](http://portallogistico.com.br))