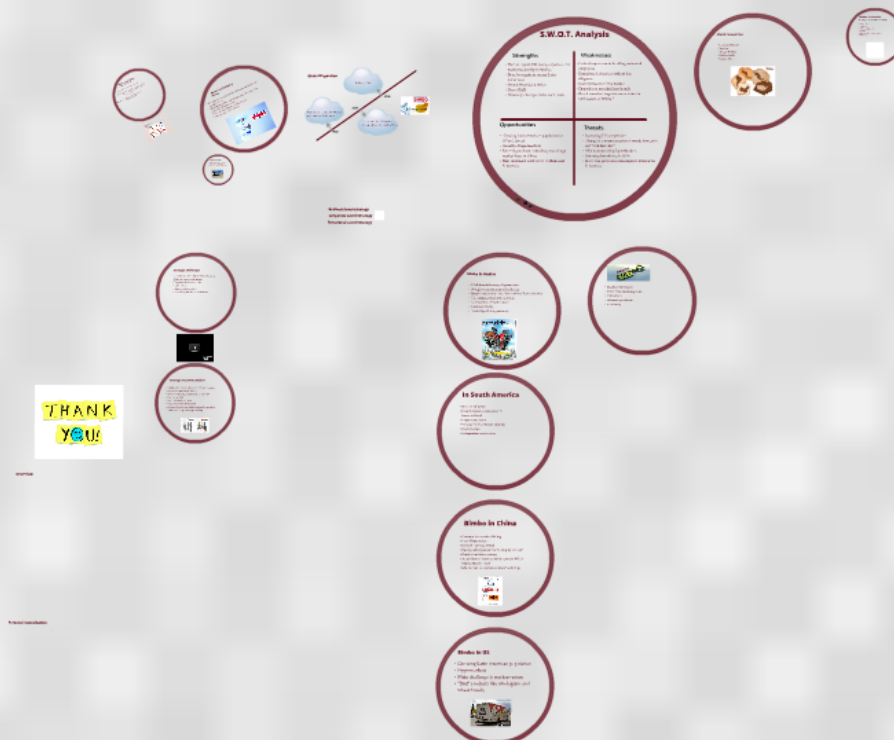


Thecasesolution.com
Grupo Bimbo



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Grupo Bimbo



About Grupo Bimbo

Mission, Vision, and Values

Mission: To Nourish, delight and serve our world.

Vision: In 2015 we are the best baking company in the world and a leader in the food industry, where people make the difference every day.

Striving Value: We strive to be a highly productive and deeply humane company.

Product Portfolio

Recognize any?



About the Company History

- December 2, 1945, the first plant of Panificación Bimbo, S.A. opened its doors.
- The first Bimbo Bear made its appearance that year. It has stuck with the bear ever since.
- One of the global leaders in baked goods.
- Global revenue of 10.7 billion.

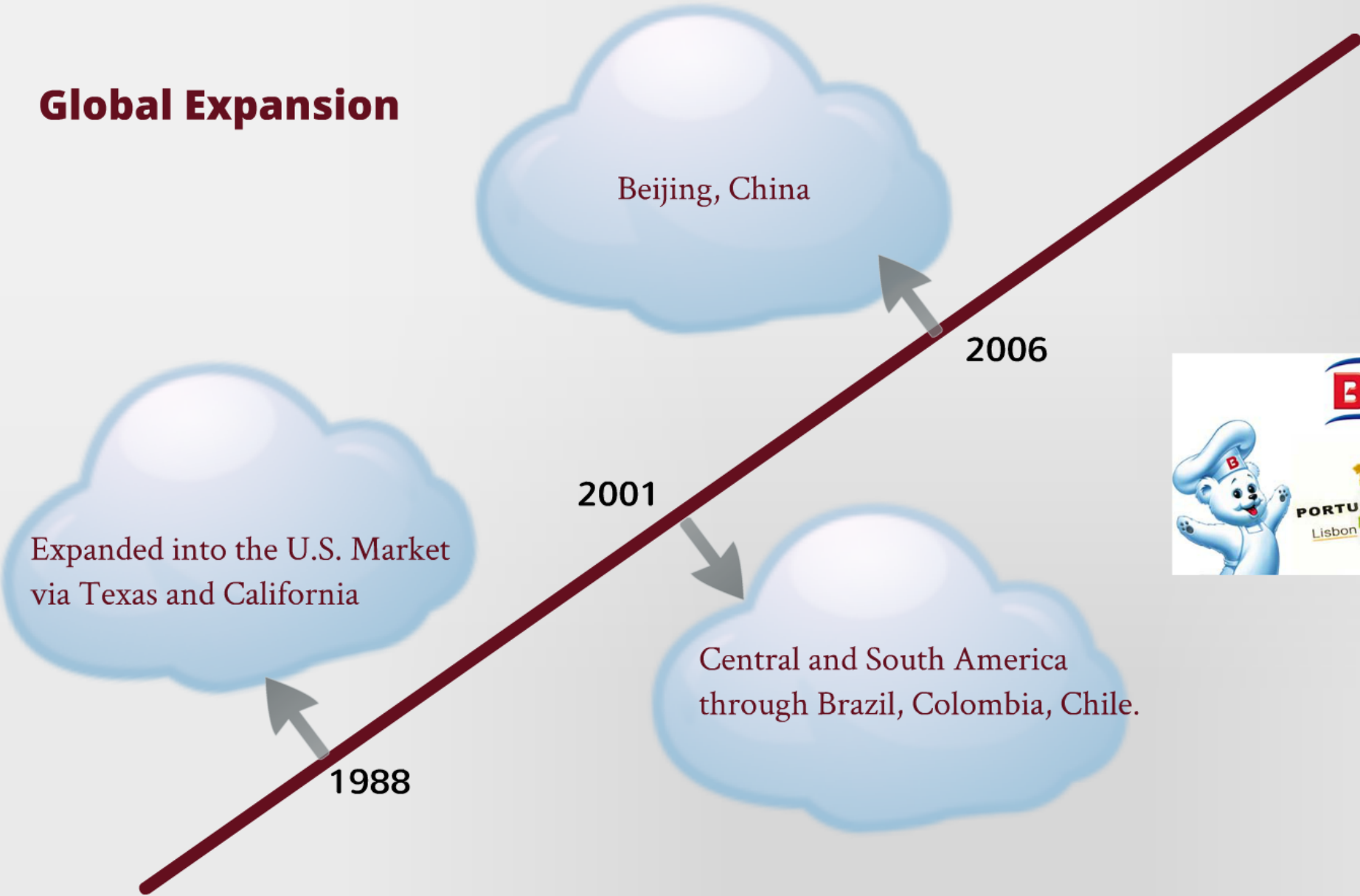


Strategy Implementation

- Maintain tight control over all subsidiary brands
- Follow up with tests on ideas to justify results
- Decisions come from Mexico based HQ
- High paid CEO makes decisions on a pl-

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Global Expansion



Strategy Implementation

- Maintain tight control over all subsidiary brands
- Follow up with tests on ideas to justify results
- Decisions come from Mexico based HQ
- High paid CEO makes decisions on a global scale



S.W.O.T. Analysis

Strengths

- Human capital, Efficiency, expertise, and market leadership in Mexico
- Brand recognition among Latin Americans
- Strong Financial position
- Heavy R&D
- Diverse product portfolio and brands

Weaknesses

- Lack of experience in handling unionized employees
- Entry into S. America without due diligence
- Inexperience in China market
- Dependence on subsidiary brands
- Brand name has negative connotation in US because of "Bimbo"

Opportunities

- Growing Latin American population in US and abroad
- Growth of hypermarkets
- Recently purchased subsidiary owns large market share in China
- Non-unionized work-force in China and S. America

Threats

- Increasing US competition
- Change in consumer pattern towards low carbs and "healthier diet"
- USA dominated by SuperMarkets
- Unionized workforce in USA
- lower cost per capita consumption of bread in S. America

