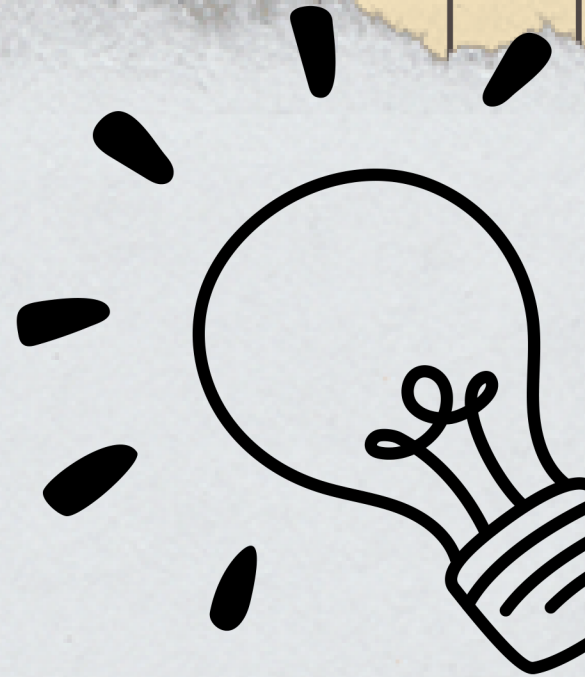
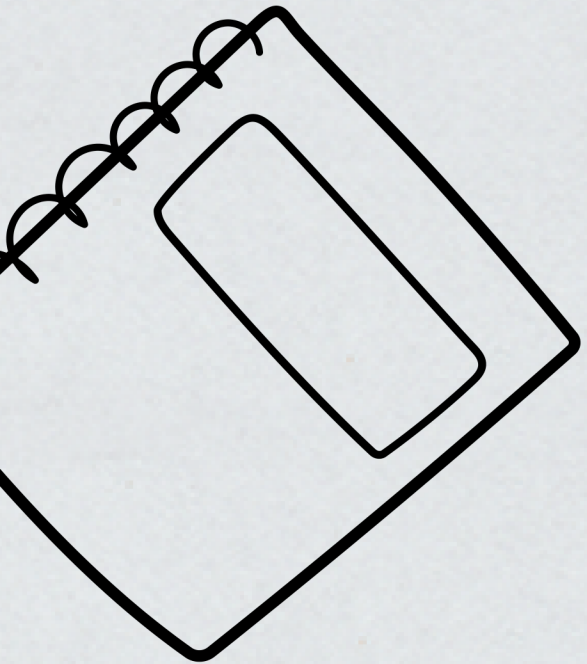




**TheCaseSolutions.com**

Number 1 in case studies solutions

# **PRET A MANGER AND GREGG'S PLC**





# INTRODUCTION

The case under analysis is the case of two companies operating in the United Kingdom's fast-casual dining and bakery industries: Pret A Manger and Gregg's Plc analysed by The Case Solutions. Based on the above discussion, the following are the objectives of this article: Its purpose is to explicate the core components of the case and their relevance to strategic business management.





# STRATEGIC ANALYSIS

The case solution is focused on the analysis of the key strategies and positions in the markets of both companies. Pret A Manger has adopted the operating strategy of selling superior quality products and its main focus is on the customer satisfaction that can only be achieved through constant innovation and an efficient supply chain mechanism. The market leader in this industry is Gregg's Plc, which leverages on its large number of stores as well as efficient production factors to sustain the market advantage.



# COMPARATIVE INSIGHTS

The case solution also reveals the strategic differences and similarities between both Boot's and Shoe Tree based on the analysis of both companies. The differentiation between Pret A Manger and sit-down eating and Gregg's fast food business makes for interesting study of the concept of market niche and positioning. The case also looks at the various issues affecting the operations of the two companies; supply and procurement issue for Pret and product differentiation issue for Gregg's.

ll



# CONCLUSION

In the evaluation of the Pret A Manger and Gregg's Plc case solution, the key areas and facts that demonstrate new approaches and valuation in strategic business management of the fast-casual and bakery industries are detailed below: It reinforces the need to know the position of a business in the market and the execution strategies towards business advancement. In this case, both students and business professionals are benefited with understanding more about the strategic management and gaming of business competition.



# RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.

www