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# *Legendary Café: The China Challenge*

# *Introduction*

Levendary Café continues its operations as a successful fast-casual restaurant chain based in the U.S. yet experiences multiple difficulties while expanding into the Chinese market. As the new CEO Mia Foster must handle three essential problems related to business strategy together with Chinese market financial performance and brand coherence.

# Challenges

Louis Chen as China CEO brought changes to Levendary Café's corporate model when the company entered the Chinese market. The Chinese cafes function with various building structures and meal selections together with independent accounting methods that create concerns regarding the company-wide brand image and supervision capabilities.

# *Strategic Dilemma*

Mia Foster must determine whether she will let Chinese stores develop their own ways or implement stricter corporate standards. Business performance in China relies on local adaptations which damage brand consistency across the company. The complications of this situation increase due to cultural differences that impact consumer behavior and supply chain management and franchise operations.

# Conclusion

The Levendary Café illustration depicts the problems faced by companies attempting worldwide expansion into the dynamic Chinese market. The decision made by Mia Foster will establish whether Levendary Café can properly merge its international operations with sustainable financial gains and protect its brand reputation.

# Resource

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