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# BOULEVARD SANDWICHES




# INTRODUCTION

**The popular restaurant chain Boulevard Sandwiches faced major hurdles when planning to extend its business from its regional boundaries. This case intensive investigation reveals details about the business plan and operational dimension along with market expansion outlook for the company.**

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# KEY CHALLENGES

**The primary difficulty for Boulevard Sandwiches exists in achieving proper growth measures without losing the excellent service standards which brought them their initial success. The company needs to determine whether it wants to launch new business branches on its own or through partnership with franchise owners.**

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# STRATEGIC

**The research suggests Boulevard Sandwiches should choose a combination expansion model between direct locations and franchises for their growth strategy. Boulevard should establish its main stores in promising areas then establish franchise relationships to minimize expenses as it expands its business.**

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# CONCLUSION

**The Boulevard Sandwiches scenario demonstrates the need for strategic business choices during small business transitioning into a bigger enterprise model. The combination of appropriate growth methods together with continuous quality management allows Boulevard Sandwiches to expand their operations successfully without compromising their customer favorite aspects.**

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# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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