

Gregg's: Food on the GO

Introduction

The detailed case study of the Gregg's Food on the Go discusses the UK-based bakery and food-on-the-go retail chain industry, and concentrates on the firm's operational and strategic development in the recent past. As an unrivaled leader in freshly made, great value food to go, Gregg's has revolutionized the concept of convenience food in the United Kingdom by providing time-starved consumers with fast, high quality choices.

Company Background

Formed as a bake-off bakery business, Gregg's extended its portfolio of products and market niche to cover producer goods sector of fast foods. Management noted the increasing trend in the ready-to-eat products and hence, a drastic change from the company's baker model to a 'food on the go'.

Operational Innovations

The success of Gregg therefore relates to the company's capacity to achieve operative efficiency, and deliver quality goods. The firm also optimized its supply chain, localized production and harmonized activities thus reducing the firm's overall cost and made it possible to offer affordable prices to its customers.

Conclusion

The change of Gregg to one of the premier food on the go concerns is good example of adaptation in today's competitive environment. Through change in the business strategies, operations, and market feeling, Gregg's was successfully able to add new consumers base and become an integral part of the convenience food sector in the UK.

Recommendation

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

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