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# Grupo Bimbo Case



# Introduction

The current research work aims at determining the challenges that facing Grupo Bimbo from being a powerful player in food industry bakery company all over the world. Thus, the case study centers its analysis on how Grupo Bimbo has adjusted its strategic plans to strengthen its competitive position and occupy a larger share of the market challenged by constantly evolving consumers' preferences.



# Challenges

The case describes several threats which include; increased competition, shifting customer choices and requirements for environmental conservation. With increased focus on health and wellness among the consumers, Bimbo has changed a little its product portfolio to reflect the tendency while at the same time retaining its standard product line.



# *Strategic Solutions*

**To overcome these problems, the above-cited company has used the following strategic approaches: This also entails calling a “gear shift” to innovation and technology in production as well as in the technology of products.**



# Conclusion

**A strategic analysis of the Grupo Bimbo serves to highlight the concept of strategic management in the food industry today. Innovation, sustainability and expanding the markets are all touched upon in the case of Grupo Bimbo and thus the company can be positioned for more growth in the future.**



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