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# **GRUPO BIMBO: GROWTH AND SOCIAL RESPONSIBILITY**

# INTRODUCTION

**In this case, the management of Grupo Bimbo, one of the leading baking companies globally, has been able to combine sound growth objectives with social responsibility objectives. The company was established in Mexico in 1945 and soon grow its networks round the globe and currently operates in more than 30 countries and the company has a large number of employees.**

# **GROWTH INITIATIVES**

**Its strategic plans include product differentiation, geographical expansion, and product or service development. The company has remained relevant in the three-year period due to the following factors: introduction of new bakery products and changes of consumers preferences.**

# **SOCIAL RESPONSIBILITY**

**Legal, competitive and social forces indicate that CSR constitutes a strategic business activity within the strategic business model of Grupo Bimbo.**

**Sustainability is important for the company and it constantly works on improvement of environmental impacts, for instance, by using energy efficient production and environmentally friendly packing.**

# CONCLUSION

**The story of Grupo Bimbo to promote the indication that it is possible to grow big, but be socially sensitive at the same time. The alleged sustainability issues of the company together with proper engagement to the society makes the brand of Grupo Bimbo to glow.**

# 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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