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The Box Tree



Introduction

The Box Tree is another case study that deals majorly with the concept of a using a novel and a highly specialized approach in the restaurant business. In this case, the issues that the restaurant experiences are related to the issues of image, customers expectations and the changes in the market.



Key Challenges

The two main issues that are raised in this case are the ability to keep patrons of the restaurant and the food quality that consumer expect to find in a fine dining restaurant. The Box Tree has been able to establish a strong brand image; however, the market conditions are dynamic and saturated coupled with emerging trends the firm's competitive position is under pressure to adapt to the new market conditions and advance the firm's values while doing so.



Strategic Solutions

The case presents strategic management recommendations for The Box Tree in relation to the company's performance and customer satisfaction. This comprises enrolment of proper training procedure for the staffs in order to confirm that the entire human resource in the restaurant reflects the image of the restaurant.



Conclusion

The Box Tree case solution also builds up the understanding of the need for strategic planning in the competitive restaurant industry. With the given another opportunity to identify and solve key issues The Box Tree is set to maintain its standards of being a leading eating establishment.



RESOURCE

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Resource: Visit thecasesolutions.com for detailed analysis and more case studies.

