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# **CHEWSE: DELIVERING CULTURE OF LOVE**

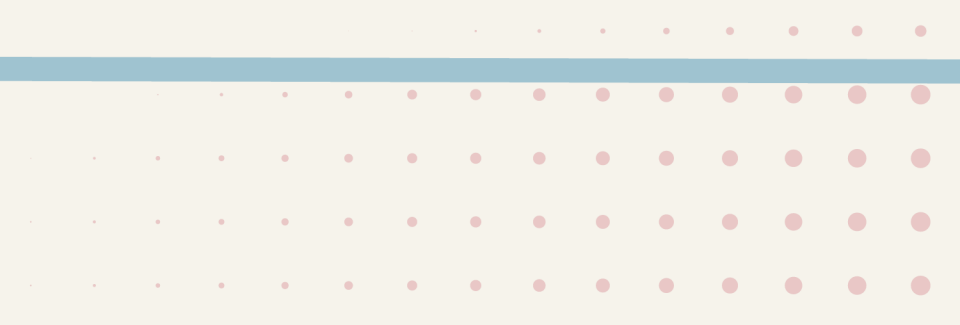


# INTRODUCTION

**Online food ordering company Chewse has attracted attention due to its efforts towards creating a 'Culture of Love' at the workplace. In addition, this case solution analyzes how Chewse ensures that it creates an atmosphere that will encourage its employees and deliver excellent customer service. Chewse has adopted an important competitive strategy or differentiation strategy of the food delivery industry by focusing on the internal culture of the organization.**

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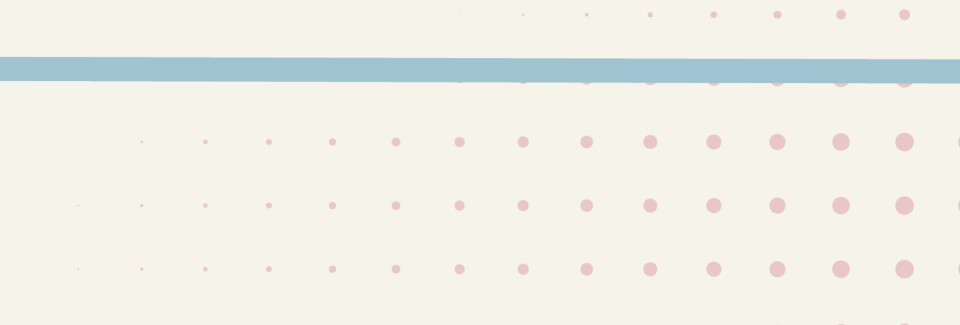


# COMPANY OVERVIEW

**From its conception, Chewse's goal extended beyond becoming a provider of food: the company is about building an incredible team, too. As for the organizational culture, the company's core values are love, respect, and appreciation as these elements are thought to improve the work of employees and satisfaction of clients.**

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# **BUSINESS PERFORMANCE**

**Evidence of Chewse's culture of love cannot be off, and has evidently paid off. Employees' satisfaction leads to low turnover and hence, high service delivery to customers. Chewse has been able to strengthen its brand and position itself as the leading player in the food delivery market through its investments into its human capital.**

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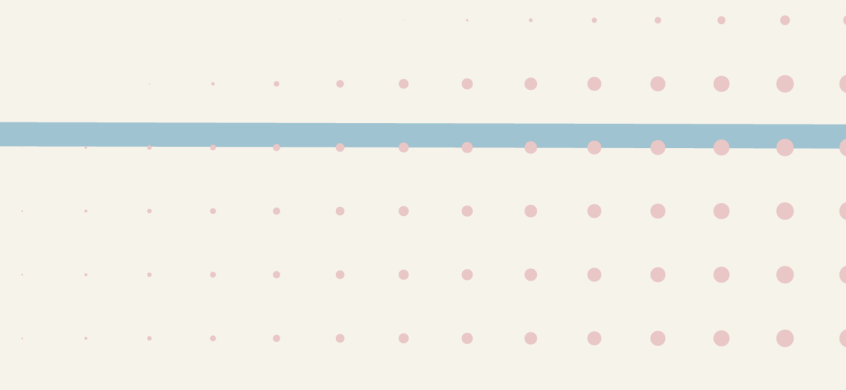
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# CONCLUSION

**Chewse's case involves dedication to the formation of the culture of love regarding the choices one makes, which proves the culture's importance for business success. As analyzed above, Chewse's strategies have ensured that employees and consumers are content, making Chewse a model for most organizations in the industry.**



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# RECOMMENDATION

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

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**

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