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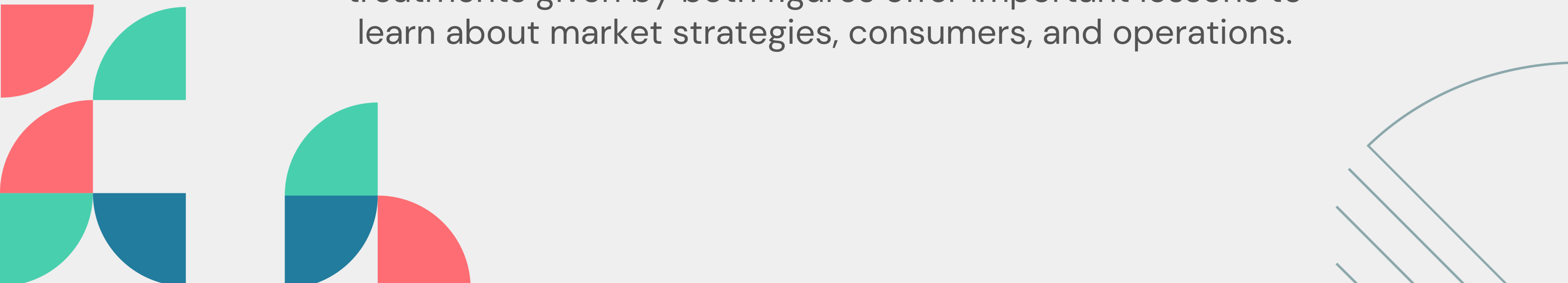
Number 1 in case studies solutions

PRET A MANGER AND GREGG'S PLC



INTRODUCTION

The information of the two companies namely; Pret A Manger and Greggs Plc provides a strategic observation to the players within the food and beverage sector in the UK. The treatments given by both figures offer important lessons to learn about market strategies, consumers, and operations.





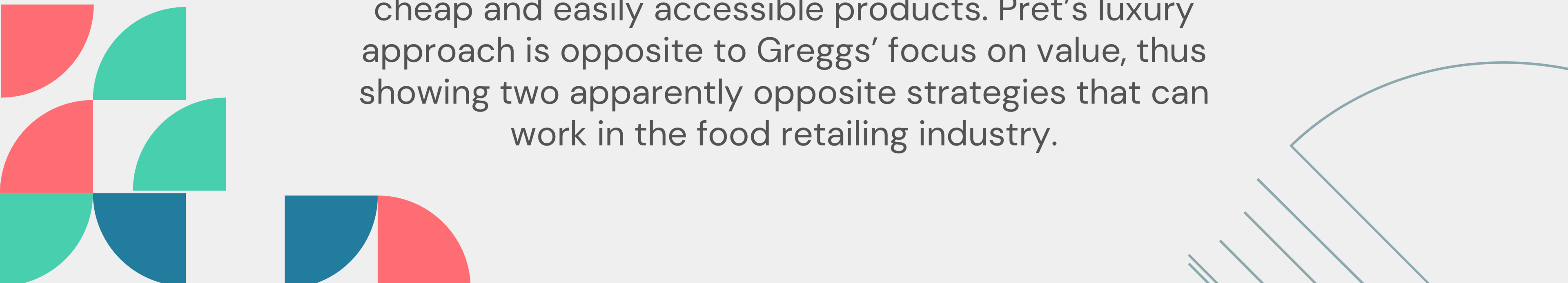
PRET A MANGER'S STRATEGY

Pret A Manger has chain of fast casual restaurants offering healthy and organic food products sourced from superior supply chain which places it in premium segment. The following factors have been attributed to the success of brand; The use of good quality raw materials and customer-oriented business strategy.



COMPARATIVE ANALYSIS

Although Pret A Manger mainly emphasizes on quality products and business ethic, Greggs Plc emphasis on cheap and easily accessible products. Pret's luxury approach is opposite to Greggs' focus on value, thus showing two apparently opposite strategies that can work in the food retailing industry.





CONCLUSION

Two of the key strategies that the two firms have developed and adopted relate to the peculiarities of the market. Studying general strategies they provide important information concerning the variety of processes which companies can follow to reach a success in the food and beverages market. For further understanding, go to [thecasesolutions.com](https://www.thecasesolutions.com) for this and related topics and for specific case studies and solutions.

RESOURCE

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 for detailed analysis and more case studies.

