

Multinational corporation

Finance



Recommendations for Applebee of Affiliation Recommendation for Applebee Guam, has the ability to reinvent itself, given the fact that it is strategically located and on a large piece of land, gives it the potential for future growth. To be able to understand the situation that needs improvement that are bound to generate revenues, one has to scrutinize the SWOT analysis of Guam. This will give a general idea of what ought to be done to improve on the marketing strengths of Guam and how the weaknesses can be dealt with.

Guam boasts of a large economic revenue and foreign exchange resulting from tourism and from the Asian countries and attracting other new countries like Russian. The tourism sector is projected to increase by 5% annually in the next five years, despite the existing economic and political uphills. It is therefore evident that the tourism sector is likely to be a major revenue generating business for Guam is the economy and political conditions find an appropriate and long lasting solution.

In reinventing itself, Guam has acquired Applebee's, a restaurant intended to satisfy the food tastes for the Japanese, Chamorro and Filipino. The restaurant is expected to one of Guams latest to be located in Hawaii.

However, the bad news is that, the restaurant is likely to lose out on already established restaurants serving the same array of dishes and a favorite for many tourists. Ruby is among the well established Guam's direct competitor. Applebee's will have to shift its main focus from tourism and concentrate on building a loyal local customer base. The kind of meals offered in the franchise should focus on offering meals with less than 550 calories, which happens to be the new trend. Another factor is the location of the franchise, most seem to be directly located closer to their competitors. Guam will have <https://assignbuster.com/multinational-corporation-essay-samples/>

to consider placing their restaurants at strategic locations in order to continue attracting customers in the future after they are established.