

Mang inasal analysis essay



**ASSIGN
BUSTER**

Mang Inasal - Philippine's fastest growing barbeque fast food chain, serving chicken, pork barbeque and other Filipino favorites, was first established on December 12, 2003 in Iloilo City. Currently, there are 445 branches nationwide and with over 10,000 employees system wide. Mang Inasal is doing its share in alleviating the unemployment burden of the country.

The presence of every Mang Inasal in a certain area provides not only employment but also opportunities to community members including suppliers of kalamansi, charcoal, banana leaves, vegetables, bamboo sticks, and other ingredients. It also indirectly gives income-generating activities to many. Mang Inasal is operating at the following areas: Bacolod, Iloilo, Roxas, Laguna, Bicutan, Metro Manila, Davao, Cagayan De Oro, Koronadal, Ozamiz, Iligan, Surigao, General Santos, Pagadian, Batangas, Lucena, Naga City, Davao del Norte, Davao del Sur, Tagaytay, Palawan, Tacloban, Ilocos Sur and Tarlac. MANG INASAL is targeting to open 500 stores by 2012. Mang Inasal Manila Corporate Office is located at 2316 Aurora Boulevard, Tramo St., Pasay City with fax number (02) 854 - 5692 and Landline (02) 854 - 3346.

Mission and Vision "Hahanap-hanapin mo!" says Mang Inasal endorser Mark Bautista. Just one taste and you sure will crave for a Mang Inasal every time. Three cups of rice—that's all I can gobble down while eating at Mang Inasal's. The very first time I ate at Mang Inasal's was in Makati about 3 years ago. Now, there's a Mang Inasal, or should I say "many", near our place in Cainta.

From its humble beginnings in December 2003 at the Robinson's Mall Carpark Iloilo, Mr. Edgar Sia II has certainly come a long way now that they have almost 300 branches and franchises. This number will no doubt increase in the following years. In addition, Jollibee Foods Corporation had recently acquired 70% of Mang Inasal amounting to P3 billion. Competition is really tight amongst restaurants, fast-food or not. And the reason Mang Inasal is widely patronized by Filipinos is that the quality of their food and service is almost beyond reproach (of course nobody is perfect), and not to mention the reasonable price for each meal.

For just P99 you will get almost half of a chicken, soup, and all the rice you can consume! When you ensure the highest quality of your products, you don't have to find people. They will find you. That's exactly what Mang Inasal did. With their inasal (beyond any words could express how delicious, sumptuous, satisfying it is), their friendly, quick service, and the dynamic teamwork of its employees, Mang Inasal has reached success and will surely reach more heights in the future. By now, it should be obvious how much I seriously like Mang Inasal, both the food and the service. For decades to come, people will just keep coming back for more. I know I will.