

Success factors of pane bread

Business



This proved to be a gold mine for its winner and stakeholders, and the analysis of this period from 2001 to 2003 shows exactly why. In this analysis, we will examine the success factors of Pane Bread and explain why they were able to achieve some of the goals they had accomplished thus far. We will also explain some alternatives and opportunities that Pane Bread may look forward to taking advantage of in the future. Pane Bread's mission was to create the bakery-cafe©; a place that combined the welcoming atmosphere of coffee shops, the food of sandwich shops, and the quick service of fast food restaurants.

These restaurants fall under fast casual when they offer self-service, a check between 6 and 9 dollars, slightly more expensive than fast food but cheaper than full service restaurants. Other requirements include that the food be made to order and the décor being upscale. This market of restaurants experienced significant growth between 1999 and 2003. Continued growth was expected with sales projected to reach 50 billion in the following decade. This growth was expected to come at the expense of fast food chains.

The industry's growth started with high profitability and diverse dining avenues, with concepts such as Mexican, Chinese, and bakeries.

Opening costs for these establishments in relation to annual sales was minimal, allowing more new players to get into the market with fresh concepts and menu items. Also the maturing of baby boomers and their children contributed largely to the growth of the fast casual market. This demographic expressed insufficient time for cooking while growing tired of

fast food and desiring a high-quality, fresh, healthy dining experience, without the time consumption of a full dining restaurant.

This market has effectively emerged itself into a legitimate trend in the restaurant industry. Modern day customers seek establishments that combine qualities such as a casual atmosphere, quality, and quick service. Pane Bread focuses on these aspects of their bakeries by offering breakfast, lunch, daytime “ chill-out, lunch in the evening and take home meals; in alignment with consumer dining needs.

The company’s customer base included seniors, matinee-goers, shoppers, business professionals, and students. The company focuses on delivering high quality foods, targeting