

Cereality



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Cereality Cereality-The Company At Cereality we tend to render to the s fast foods with a different approach. The distinctive approach encompasses the rendering of different types and brands of cereal based food stuffs to the consumers in the form of fast foods. The company has opened a number of Cafes across various parts of America like Texas, Minnesota, Ohio and West Virginia. These cafes located in America are running well for the craze of fast foods in such regions combined with the improved range of catering services offered. (Cereality). Cereality-The Expansion Program At present the company is making plans to expand its business operations to a European market, Paris. The city of Paris is chosen for the next phase of expansion of the Cereality Company owing to the following reasons. Increased traffic of Tourists Large presence of Fast Food Corners Rendering a Cost Effective Approach favored by many Tourists Firstly, the city of Paris is becoming the home ground for many tourists who come attracted to the city on account of the reason that they would be able to visit a number of historic sites possessing magnificent architectures. These people do not feel the interest in spending their time over large meals. Rather they take to fast food as an option which helps them feel their appetite and at the same time helps saving time. (Naczelnik). Secondly, a visit conducted by us on Paris revealed that the city on account of the above reason has already become the home ground of many fast food corners and joints wherein the tourists relish the different flavors. A number of fast food concepts have cropped up in different parts of the city which include of Stands and Food Courts serving fast food to a large number of people visiting the city. One can easily trace the growth of fast food market in Paris while observing the different options like baked products and other bread food items like pastries and sandwiches composing

the fast food sector. Moreover fast food giants like McDonald's has already flourished in the region. (Naczelnik). The third main important reason why Cereality is focusing on expanding its market base to Paris is because of its customer centric approach desired by the French people and the tourist population visiting there. The tourists desiring to focus spending more on sightseeing and touring activities tend to curtail their food expenditures. The different French restaurants in turn appear to be become a costly option for them for which they often take to fast foods. Henceforth, Cereality also would help in rendering cost effectiveness to the French consumers and tourists by providing a host of different cereal brands under one roof. Moreover the nature of the fast food rendered by the company focuses on a healthy approach of using cereals with milk or malt. Thus again the fast food rendered by Cereality cannot be classified as a junk item. (Naczelnik). Henceforth, it is felt that the expansion of Cereality into the French market is an extremely viable option. References 1. " Cereality", cereality. com, 2009, February 21, 2011 from: <http://www.cereality.com/comp.php> 2. Naczelnik, Stacie, " Fast Food in Paris", n. d., February 21, 2011 from: <http://hubpages.com/hub/Fast-Food-in-Paris>