

Analysis of breadbasket group

Business, Management



Breadbasket Group started off in Singapore whereas Singapore is well known for its diverse variety of food. Being a cosmopolitan country, the F&B industry has been influenced by the culture of many different races and nationalities and attracting foreign culinary to set up establishments, bringing with them new and interesting F&B concepts which makes Singapore a very attractive place for people who love food around the world. Singapore was ranked one of the top three major eating capitals in the Asia Pacific region.

The F&B industry in Singapore offers entrepreneurship opportunities because of its low entry barriers. Today, many home-grown F&B entrepreneurs have expanded overseas. 1. 2 Company Information Breadbasket Group was founded in April 2000 by Dr. George Quee and Katherine Lee through its principal subsidiary Breadbasket Pete Ltd. The company started off as a single bakery shop at Park Bug's Junction when Dr. George Quee saw an opportunity for selling freshly baked breads, buns, cakes and pastries which are visually creative and attractive.

Breadbasket was the first bakery that founded the floss bun which is a sweet cream filled bun with a generous layer of pork floss. It became a hit among Singapore. Sales of the pork floss bun were estimated to be 20% percent of Breadbasket monthly sales then. Now Breadbasket has become one of Singapore's uniquely brands which gain international appeal. Breadbasket has expanded to 15 countries with more than 500 boutique bakeries, 40 food atriums and restaurants with a global staff strength of 7000 employees. Breadbasket vision statement Establish Breadbasket as the foremost International, trendsetting lifestyle bakery brand.

Breadbasket Mission statement Leading a new lifestyle culture with new, innovative changes and creative differentiation to craft product with passion and vibrancy. 2. 0 SOOT Analysts Strength unique concept and branding Breadbasket concept is unique and innovative and this helps Breadbasket distinguish from traditional bakeries. Breadbasket captures the interest of consumers as it constantly produces product that reflecting contemporary lifestyle. Breadbasket's retail layouts are designed such that consumers are able to have a clear view of the bakery items on display and the chefs and bakers at work.

The design of the outlet exuberant and warm and friendly atmosphere. Breadbasket has become a Singapore distinctive brand that has gained international appeal and the way it changes the culture of bread by its visually appealing, aromatic and unique-tasting products. Wide range of products Management Essay By Dreamlessness single bakery shop at Orchard Junction when Dry. George Quee saw an Singapore uniquely brand which gain international appeal. Breadbasket has expanded to 15 countries with more than 500 boutique bakeries, 40 food atrium and restaurants. Establish Breadbasket as the foremost international, trendsetting lifestyle bakery brand.

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