

Make green delicious

[Business](#), [Management](#)



A. ----- Introduction/Statement of the problem: The problem in this case was the option of expanding the business and the starting of a foundation. Jamie Kennedy felt that it was the time for expansion. However, it was difficult to balance between growth and sustainability as the business expands. B. -----

Analysis: Jamie Kennedy Kitchens has been operating for 33 years.

With global accolades, rave reviews and local food critics, its customer bases has grown substantially. Kennedy wants to expose the thought of slow food philosophy to as many people as possible, from his customers, workers, to the community. In order to set up a foundation, build public relation and reach more people in the community, Kennedy has to spend more time and extra money which a lot of his chefs found it unnecessary. To balance between growth and sustainability, Kennedy should cut costs in other areas.

C. ----- Alternatives: 1. Set up foundation * Cut costs * Pair up with a local non-governmental organization as it may be hard to run a foundation without proper skills training 2. Do not set up foundation

D. ----- Recommendation: Set up the foundation. If the foundation succeeds, it can achieve Kennedy's goal of educating the public about the slow food philosophy. It will help the corporation overall as it further differentiates the brand.

If the foundation fails, it will hurt the corporation a bit but with its 33 years of experience and brand building, it should be able to recover. E.

----- Implementation Plan: It may be a good idea to pair up with a local non-governmental organization so that it reduces the risk of failing to manage the foundation. It is important to look for a local

non-governmental organization that agrees and aligns with the firm`s own philosophy andgoals.

In terms of cutting costs, as mentioned in the case, it can move the production kitchen to a lower cost location and supply Jamie Kennedy Kitchens with his own rural farm. In this way, efficiency is improved. One issue that should be taken into consideration is that by supplying the corporation with its own farm, it may be competing with the local suppliers and damage the established relationship between suppliers.