

Introduction to jollibee

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Introduction to Jollibee Among all the fast food chains here in the Philippines, the Jollibee Food Corporation is considered to be the most popular choice among all the Filipinos. The Jollibee Food Corporation has been serving us with their delectable collection of fast food, but what do we really know about the Jollibee Food Corporation? Where did Jollibee Food Corporation come from? When did Jollibee Food Corporation start? Who founded the Jollibee Food Corporation? Well here's a little history behind the most popular fast food chain in the Philippines. The Jollibee Food Corporation was founded by Tony Tan Caktiong and his family. And did you know that the Jollibee Food Corporation wasn't selling fast food back in the days, instead they sell ice creams, and it was named as Jolibe. But after sometime, they decided on getting the services of a management consultant in the person of Manuel C. Lumba. Lumba suggested that to shift their business of ice cream parlor to hamburgers after his studies showed that a much larger market was waiting to get tapped. And sure enough, their hamburgers became a hit for a lot of Filipinos. After this success, Lumba next reformed the name Jolibe to Jolly Bee and made the two words form a single name Jollibee. Then Lumba next created the product name " Yumburger" for their hamburgers as well as the name " Chickenjoy" for their-ah you what it is. Because of the fame of the Jollibee Food Corporation, they have decided on incorporating some expansions and acquisitions. On 2000, the Jollibee Food Corporation acquired Chowking, allowing Jollibee to be part of the oriental quick service restaurant segment. Similarly, Jollibee also acquired Red Ribbon Bakeshop on 2005, another popular fast-food restaurant in the Philippines. In 2006, Jollibee Food Corporation acquired the Délifrance which further expanded its penetration

in the food service industry particularly in the French cafe-bakery, a growing segment of the Philippine food market. So there you have it, a small introduction of the history of Jollibee Food Corporation. For more information about the Jollibee Food Corporation, then visit Jollibee Food Corporation.