

Introduction of subway

[Nutrition](#), [Fast Food](#)



Introduction of subway The goal at each SUBWAY restaurant is to offer a quality product that is made specific to each individual customers taste. Your SUBWAY sandwich is made-to-order, exactly the way you want it. Subway the fast-food market of submarine sandwiches and salads has more 32000 stores in ninety-one countries and generates some \$12 billion in annual revenues. The franchising chain opened its first international restaurant in Bahrain in 1984. Since then subway has expanded worldwide. Subway is the third-largest U. S. fast-food chain in china after McDonalds and KFC fish and tuna salad sandwiches are the top sellers. By 2006 subway had opened fewer than forty stores in china. The franchise had its share of initial setbacks subways master franchisee in Beijing Jim Bryant lost money to a scheming partner Cultural problems remain an ongoing challenge. After Bryant opened his first subway shop customers stood outside and watched for a few days. Bryant managed to recruit a few highly committed franchisees that he monitors closely to maintain quality. He recruits local entrepreneurs trains them to become franchisees and acts as a liaison between them and subway headquarters. Other multinational franchisors still face significant challenges in china particularly in dealing with the ambiguous legal environment finding appropriate partners and identifying the most suitable marketing financing and logistics strategies. Summary of the subway Subway, the world's largest sandwich chain entered China when the fast food business in the country was witnessing a huge growth. But Subway learned that establishing a strong presence in China was not an easy task. The Chinese were alien to the American way of ordering and eating a sandwich and at the same time were aware of the rising obesity concerns in

the country due to high calorie Western fast foods. To familiarize the Chinese to sandwiches, Subway had to provide printed signs to explain the processes of ordering a Subway sandwich. Also Subway faced formidable challenges establishing and managing the franchises.