

Strategic performance evaluation pf changs essay

[Business](#), [Industries](#)



Will be used interchangeably to identify the organization as a whole. This business was incorporated in January 1996 and made its first initial public offering December 1998.

Pie wee Asian Diner, incorporated December 1999, is the subsidiary of P. F. Changes and while It has a sizeable influence on FCC as a whole, it will not be further mentioned ; n this report as to simplify the presentation of overall strategic performance.

Thus, FCC will be treated as It It were a stand-alone restaurant. The “ Message’ or mission statement that the company exudes and actively urges Is all about the people: “ We are truly glad that are here and we will do everything we can to make you want to come back” (Website. Careers). It is also the driving force behind everything the business does. The values on which the c; nappy was founded and operates include Integrity, Trust. Respect.

Passion. Commitment, Accountability, and Partnership. Other main focuses include service, teamwork. Impression and diversity. To execute the aforementioned. P. F, Changes aims to provide customers with a “ remarkable dining establishment.

Employ people who exhibit productive, pleasant, and eager behavior, and create a team committed to doing everything possible to provide an Optimal Dining Experience to every Guest thus making them feel like they have truly been served,” In addition, “ greater prosperity is promoted With a warm and inviting atmosphere and diversity Is established by blending its staff to facilitate a more fulfilling career” (Website, Careers). This report address

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industry positioning by illustrating a Strategic Group Map and explaining the grouping, direct competitors, and operational strategies of Next, the restaurants' performance will be evaluated according to competition, fallacies, and threats. Then, the prominent strategic problems will be addressed and relevant recommendations made.