

Baskin-robbins case study

Business



**ASSIGN
BUSTER**

Case Study on Baskin-Robbins:

Baskin-Robbins is the American company which is specialized on the restaurants selling ice-cream all over the world. The company was founded by Burt Baskin and Irv Robbins in 1945 and very soon they became rich and prosperous businessmen in this sphere. In a few years there were already six restaurants which sold all possible kinds and flavours of ice-cream in the USA. Baskin-Robbins is famous for its 31 original flavours of ice-cream, which were created in the very company, though the choice of ice-cream is extremely rich and one can choose anyone he can imagine. Baskin-Robbins can create more than 1000 flavours of ice-cream, no wonder its popularity was astonishing and rapid.

The company sells ice-cream not only in the USA but in 49 countries and owns more than six thousand restaurants. After the death of Burt Baskin the company was owned by the United Brands Company, which is famous for its chain of restaurants which offer donuts and ice-cream. The topic on Baskin-Robbins can be called an interesting one, because it is useful for students to learn something new about the secrets of success of the famous companies. A student is supposed to devote much time to collect enough information for the research and learn many new facts about Baskin-Robbins, its structure, staff, menu, owners, executives and way of their functioning. One is supposed to learn about the strong and weak sides of the work of the company and pay attention to the history of the company and the factors which caused its rapid development and global popularity. When one is asked to prepare a good case study on Baskin-Robbins, he should focus on

the problem and pay attention to the background general information about the company and the way of its work.

The student is supposed to research the case site and learn about the problem as much as possible in order to be able to analyze it in detail. It is important to find the cause of the problem collecting data and analyzing all possible factors. After that one can value the effect of the problem and analyze the consequences of the case for Baskin-Robbins. It does not worth mentioning that the process of case study writing is full of problems and complicated moments which can affect the quality of the writing process negatively. The Internet can be of good help for students who do not have enough writing experience and require a high-quality free example Baskin-Robbins marketing case study prepared by a professional.

It is sensible to read a well-organized original free sample Baskin-Robbins India case study and catch the idea of the correct process of case study writing.