

Brand analysis report examples

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Brand Personality of Subway

SUBWAY® brand is the world's major submarine sandwich chain possessing more than 42, 000 locations around the world. Each year about 1, 000 new restaurants are opened. Subway was recognized as the best franchising system in the world for 15 times. As the franchising company, it has low start-up costs and is based on a proven idea. Customer feedback stays outstanding, and the company's obvious intention is to speed up the strong growth in customer statistics.

Subway products are essentially consumer driven because it mostly sells sandwiches and salads, which are made according to the consumers' tastes. The prices of all high-quality products offered by Subway appear to be very reasonable and in accordance with the target market segments. The main advantage of a franchise is a distinctive system of organization management and control of the franchise restaurant, which provides Subway franchise with a high level of competitiveness. Subway is seen as the leading U. S. healthy alternative to fast food restaurants networks, which is reflected in the slogan " Eat fresh!", because the company was among the first to pay attention to the health of the consumer. Light and healthy food is not considered as peculiarities for fast food – usually frying fat, large amounts of salt, spices, flavor enhancers that stimulate excessive appetite, etc., are used. Nevertheless, Subway has created a delicious product that is not injurious to health.

The company pays great attention to its network development and maintenance of the trademark power. Businessmen, who bought the franchise from the company, get full support at the stage of opening café

and undertake an internship. Then, based on acquired knowledge, they are managing their own fast food restaurant. Company develops menu independently and ensures that the range of dishes matches the brand concept (high quality and freshness) and thus remained clear and accessible to the local population, because the power requirements vary between countries. For example, the subs do not serve pork in the eastern countries. The reason for the success of Subway popularity is in initial costs for equipment and coffee service that is much less than in McDonald's, for example, and in the concept of cooking only with fresh products in front of the buyer. The competitive advantage for the company is in its branding and positioning internationally.

Subway does not need as much advertising as its competitors, because Subway as a brand is much more understandable, as it is of quite narrow specialization – the brand submarine-sandwiches, and of more trust in it, as Subway emphasizes not only the “goodies” of its products, but also its “health” (in contrast to the same McDonald's, whose fatty foods has long been a hit from the guardians of a healthy lifestyle).

Therefore, Subway's principles of success are:

- An attractive image. Subway, unlike competing companies, has an unblemished reputation and a positive assessment of its products, which was not connected with any scandals about the dangers of such food. Customers are convinced that network of sandwiches is the perfect option for a quick bite;
- Speed of preparation. All orders are processed instantly. Subway values customers and their time;

- Great taste. Specializing mainly in the production of a wide variety of sandwiches with different fillings, experts were able to bring Subway its main product to perfection. Sandwiches are made from the freshest, still warm bread rolls, right in the restaurant and with various fillings, so even the most demanding and picky customer will find a perfect option.

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