

Marketing management

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BreadTalk Company Introduction This essay will focus on BreadTalk Group. The essay will include the mission, vision, background information, and product position as part of the company's SWOT analysis. Breadtalk is a bread retailer opened in 2000 and currently has over 246 bakery outlets in addition to 31 courts, and 8 restaurants, which deal with breads, buns, cakes, and pastries. The outlets are located in 13 different countries, including Singapore, Indonesia, China, Kuwait, Oman, the Philippines, Malaysia, Hong Kong, India, Thailand, Korea, Vietnam, and Bahrain.

Vision: The vision of BreadTalk is to Establish Breadtalk as the foremost international, trend-setting lifestyle bakery brand¹.

Mission: The mission for BreadTalk leading a new lifestyle culture with new, innovative changes and creative differentiation to craft products with passion and vibrancy².

Background information

BreadTalk was founded in 2000 and the headquarter is in Singapore. Since opening its first store in Bugis Junction in Singapore, BreadTalk has greatly transformed the bread industry. In the recent past, Breadtalk has been focusing on events that aim at maximizing brand awareness. This has led to increased popularity of the company such that it was ranked as the best company in Bakery Category for Top Brand 2010 in Indonesia³.

Product Positioning

BreadTalk outlets are located in places that are easily accessible characterized by high pedestrian traffic flow. This acts as a marketing strategy since customers can purchase products as they walk by⁴.

Additionally, most outlet are located close to public transport systems for

instance bus terminals, Light Rail, and Mass Rapid Transit stations. Another product position strategy is locating some outlets near popular department stores and supermarkets⁵

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