

# Business



**ASSIGN  
BUSTER**

Group Bimbo 1. What is the mission for Group Bimbo? Group Bimbo mission is: Produce and market food products, develop the value of their brands. A commitment to be, highly productive and people oriented; innovative and competitive and strongly oriented towards satisfying customers and consumers, and an international leader in the bakery industry with long-term vision. 2. What are the key organizational goals for B? Pursue its achievement every day and which move daily in our purposes is our reason to be as a company.

Our principles and values are that give us the personality, the way of being. The values are only understood together as a full implement. We represent each of the values with the primary and secondary colors. In the center of all, as a fundamental principle, is the person, origin and purpose of our action. 3. What growth strategies are being employed by B? Undoubtedly impressive figures for this company; However, what most interesting felt us, in the communication of their six Strategies, thanks to which Bimbo has managed to keep the focus, consolidating the leadership that characterizes it. . Product strategy. " We develop innovative, healthy and tasty products. " A proposal which is heard to be simple, but actually requires education and experience to achieve it. In our previous note on this company, mentioned that " Bimbo listening to customers". And it is only listening to them we can be sure of what they need and thereby provide them with products and services that exceed their expectations. 2. Brand strategy. " We establish long term relationships with our consumers. Bimbo certainly has an enviable arraigh among millions of consumers in Mexico with brands that have more than half a century in the market. Most adults grew up with " Against 8" or

white bread Bimbo 0. They have become well-known brands at home, part of the family. Thus, these vintage customers are the first to buy products and teach their children to consume them. Needless to mention, of course, how that Pan Bimbo is has become a generic term in Mexico. 3. Market penetration strategy. " We come every day to more consumers. Certainly, one of the most important competitive advantages (or largest) to Bimbo is its ability to reach the farthest points of sale. In Mexico, Bimbo has managed to place their products to an average of less than a kilometer away from each consumer; and it seeks to replicate this important factor of success in the other countries where it is located. During 2007, Bimbo grew routes of 31, 900 (2006) to 34, 600. 4. Strategy of increase in margins. " To increase efficiency to create value".

Bimbo has always sought to raise its efficiency. To do this, it has developed technology for the manufacture of its products, which allowed it to optimize its resources, shortened its production time, improve the quality of their products through the use of better packaging; looking for continuously maintaining pleased and satisfied consumers. 5. Acquisitions strategy. " We identified new growth opportunities. " We had already commented on the growth that Bimbo has had around the world.

In the year 2007, the company acquired new assets in Chile, Peru, Panama, Brazil and Uruguay. This growth had been most of the time through the acquisition of bakeries and local food processors, that they enjoy certain roots and respect in their markets. In this way, Bimbo ventures between new audiences by exploiting brands and products already known to them, at the time that launches and introduced new brands (like the already traditional in

Mexico). 6. Talent management strategy. We promote the development of our employees. " Bimbo knows it, with more than 90, 000 employees, has developed modern systems of management and measurement of objectives, in order to support and push their employees achieve their goals so prompt and thorough, with the professional benefits that entails. 4. What are the core competencies for GAB? Gob's main competitors include Con Agar, Group Corgi, Frito Lay, Harris. Hershey, Nestle©, and Sara Lee Bakery Group. Many of these competitors are American based firms.

Harley-Davidson 1 . Based on this case and other information you may have about Harley, what do you think are its major strengths and weaknesses?

Strengths: Strengths that Harley Davidson has are that the company complies with what it promises to buyers and can reflect 80% of net sales in the segment of motorcycles, also can mention that they sell items such as accessories for motorcycles, clothes etc. Since this helps customers satisfy their passions for motorcycles.

Weaknesses: The prices are very high anyone who wants to buy a Harley can not buy them, only is aimed at lovers of Harley. 2. What are several of the potential of opportunities and threats facing Harley? Threats: One of the

threats is the fuel to climb much since consumption is very high, that there are regularities for this type of vehicles such as restrictions in countries.

Opportunities: The opportunities that can be given is that Harley wants to accompany their clients and seek to improve their products to be able to stay in the market 3.

Does Harley have a clear and well-stated mission? I think that Harley has a very clear mission and tries to fulfill his promises to make customers feel more satisfied with all their services. 4. In terms of the generic competitive strategies model, which of the four strategies does Harley appear to be following? Explain. Be different to all the others, be the only ones that sell heavy high-powered motorcycles and do everything services.