

Paul bakery – analysis

Business



Some data... Boulangeries Paul SAS, group Holder. Since 1889 449 Bakeries in 27 countries: 324 bakeries in France -125 across border, eg: Spain, Dubai, Japan, USA, Qatar, Switzerland... 2100 employees - 4 500 salaries travaillent pour le groupe Holder 216 millions d'euros de chiffre d'affaire(en 2003)

Bread fabrication: stages of kneading, shaping-fermentation cooking

Company analysis - 2 people (Louise, Pat) Internal analysis of cost structure

Revenues per store, per year: 750 000 euros Analysis of business model

Where are Paul's core competencies * Traditional bakery. Make bread at the point of sale * Scope/scale economies in ingredients procurement.

Because of the 50 millions of bread per day. How does Paul make its money

* Variety of products. More than 150 different breads * Restoration place

What differentiates Paul bakery * Localized in cities bigger than 100, 000

hab, but also around cities, in much frequented places or in big malls. Also in train station, airport, or road station * Franchise: 1/3 stores; JV *

Formation/training for manager for entrepreneurial skills. Goal : Paul stay a little bakery and a big chain in clients' mind * Don't want to adapt to much its products because clients want the French taste * Possibility to have a break in Paul bakeries since 1987.

Eat sandwiches and have a drink - tearoom * No frozen bread comparing to others bakery chains Frameworks Heptagon of global advantages PAT

Financials Where are they generate willingness to buy compared to

competitors * Not a simple bakery, also a restoration place * Quality of

products * Variety of products Where are their problems now Globalization of

customers need to follow its customers across borders Growth imperative

expansion across border Need to improve its expansion across border,

<https://assignbuster.com/paul-bakery-analysis/>

because encountered difficulties in its implantation, eg: USA Franchise system : Chiffre d'affaire moyen par unite en national : 750 000, 00 EUR
Droit d'entree : 48 000, 00 EUR Redevance d'exploitation % : 5, 00 %
Redevance publicitaire % : 1, 00 % Autres obligations financieres : Achats au franchiseur Apport personnel minimum : 500 000, 00 EUR Investissement total hors pas-de-porte : 450 000, 00 EUR Superficie mini. m2 : 100, 00 m2
Superficie max. m2 : 200, 00 m2 Type d'emplacement : En centre ville ou centre commercial, N°1 ou 1 bis. Zone de chalandise minimale HABITANTS : 100 000, 00 hab.