

St. Mira's College for Girls,
(Autonomous-Affiliated to Savitribai Phule Pune University)
Class: MCOM
Subject: STRATEGIC MANAGEMENT
Subject Code: MCM 11502
SEM I
(2019-20)

Unit 1,2, 3, 4, 5

Skill Development - Functional Skills, Analytical Skills, Critical thinking, Decision Making

	18/20 Rajni Singh 12/19	Supplement No. : 0100 Roll No. : 6823
St. Mira's College For Girls, Pune 1.		
5/10/19	Strategic Mngmnt BEM: I CASE STUDY	6823 SET :- A
*	Philippine Jollibee foods	
	The name of the case study is Philippine Jollibee foods because the food company is from Philippine and associated with Jollibee Foods.	
	The study related to the food market in Philippine. The market is of fast food, And How the (JFC) Jollibee foods corporation has achieved success in the market. It has given strong competition to the International Multinational companies in Philippines. These companies are namely McDonalds, Dominoz and Pizzahut. They have their own menu which is unique and provides service excellence. The company or the food corporation has studied or know the philippine food market so well that they have caught the choice of their customers. They know the choice or requirements of their customers who have raised their market. They also know and are prepared for the changing trends and needs of their customers. The company is also honored several times. They have the best entrepreneurship qualities. They are also most admired company, for their profit or ^{might} they have best human resource.	

Rajni Singh
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SUBJECT TEACHER



Principal Incharge
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