



## Prêt A Manger. A Business Model Analysis

By E. Dimant

GRIN Verlag GmbH Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x149x2 mm. Neuware - Project Report from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 100%, Ottawa University, course: Multinational Business Policy, language: English, abstract: A passion for food was the driving force for Sinclair Beecham and Julian Metcalfe, two college friends who were hungry for tasty and healthy sandwiches, when they opened the first Prêt a Manger in 1986. The company was founded in London, England on the basis of making proper sandwiches while avoiding obscure chemicals, additives and preservatives that were common for prepared food in the market at the time. This one of a kind restaurant blossomed, as it offered consumers a product that could not be found anywhere else. Prêt a Manger has differentiated itself in three main categories: the menu, the level of customer service and the dedication to sustainability. A soup, sandwich or salad from Prêt a Manger is made with all natural ingredients. There are no artificial colours or no additives, just good taste. They get their supplies from local vendors and are always looking for new flavours in the area. Poor service...



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