

Title: Subway hired BCG! Subways have really taken a dive in my area and i Took 2 seconds to google this article explaining how BCG is literally behind Subway too.

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## BCG Matrix Definition

The BCG matrix is a matrix designed by the Boston Consulting group back in 1970's. It is a Matrix which helps in decision making and investments. It divides a market on the basis of its relative growth rate and market share and comes up with 4 Quadrants – Cash cow, Stars, Question marks and Dogs. Products may be categorized in any one of the quadrants and the strategies for these products are decided accordingly.

This analysis actually helps you in deciding which entities in your business portfolio are actually profitable, which are duds, which you should concentrate on and which gives you a [competitive advantage](#) over others.

Once you know which businesses stand where in your business portfolio, you also come to know which businesses need investments, which needs harvesting (making money), which needs divesting (reducing investment) and which needs to be completely taken out of the business portfolio.

For a major organization like [HUL](#), [ITC](#) etc which have multiple categories and within the categories, they have multiple lines of products, the BCG analysis becomes very

## BCG Matrix in the Marketing strategy of Subway –

The submarine sandwich & salad outlet of Subway offers fresh veggie and non-veg items globally.

The submarine sandwich and salads of Subway are stars in the [BCG matrix](#) whereas none-veg menu items, baked [goods](#) like muffins, doughnuts are a question mark in the BCG matrix due to the presence of a large number of players in the segment.

## Distribution strategy in the Marketing strategy of Subway –

Subway is the largest chain operator in the world have more than 45000 restaurants outlets globally with all being operated on the franchised model and the owner company Doctor's Associates collects 8% of the revenue from each franchise.

## Brand equity in the Marketing