

AFTER READING AND UNDERSTANDING THE HISTORY OF JOLLIBEE, answer the following questions:

1. How did the Fastfood business start?

- The Fastfood Jollibee started as a simple ice cream store/parlor that offers hot meals and sandwiches. It then formed seven outlets to explore their start of introducing hamburgers.

2. what are the different strategies that Jollibee used to flourish?

- The strategies that Jollibee did first is from its surroundings. It says that the heart of Jollibee's success is a family-oriented approach to personnel management. With that kind of environment, Jollibee was able to apply it on their advertisement and marketing in which focuses on families and sharing the importance of family values.

While on a broader perspective, Jollibee started acquiring different branch from food service industry to expand the market coverage of its corporation. Along with its strategies is setting up commissaries for every business unit for the supply chain which makes the company larger. These strategies helped the Jollibee flourished as it is now.

3. What is your point of view on the founder/owner of the fast-food?

- As a customer myself of Jollibee, I can tell that the founder/owner never lost sight of his goals because of which he is currently where he is. Until now, the family-oriented environment that he believes should remain within the company is still there. I can still see it from this generation that every customer considers Jollibee as a family fast food chain. Not only his marketing strategies that makes the company flourish but also the values he believed in upon reaching the goals.

4. CONDUCT ADDITIONAL RESEARCH. How did it become globalized?

- According to the article from Forbes, the owner/founder Tony Tan plans in accelerating Jollibee to a global expansion as it is starting to return the operating profit from pre-pandemic levels. It started to become globalized when the comparison among the profit in international market, particularly, North America, gains profit from 2021 which has the same level of profit in 2019, just before pandemic.

I believe that the article or according to what Tony Tan is trying to do with global expansion is that when he expands Jollibee globally, there are still chances he'll get profit from different branches international despite the pandemic. The realization in expanding Jollibee globally is from the great damage that this pandemic has brought to the global economy.

5. How technopreneurship was considered in the business?

- Currently, Jollibee has thought about using online and application delivery to consider technopreneurship. I believe that it helps boost profit of the company specially now in the midst of pandemic.