

ENTREPRENEURSHIP

RADU GRECU

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GREGG'S

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1. The idea of this business started about eighty years ago when John Gregg started out with one goal, to deliver fresh eggs and yeast to the local people of Newcastle. Ten years later he opened first shop Greggs of Gosforth, making, baking and selling fresh bread and tasty treats from his very own shop on Gosforth High Street...there's still a Greggs there today. This is a short history of beginning of Gregg's business.

2. Every year they opened more shops across the country and looked for ways we could make Greggs even better. The menu changed all time with the nation's taste - who'd have thought of freshly ground Fairtrade Espresso from Greggs. Behind the freshly made sandwiches and golden puff pastry sausage rolls, always been committed to doing the right thing. Years ago in the sixties they started with free 'pie n peas supper' for older residents in Gateshead. And today we still have that same .Each year, with support from our 87 partners, they provide over six million free wholesome breakfasts to primary school children with our Breakfast Club programme, and so much more from the [Greggs Foundation](#). Today, with over 1,950 Greggs in the UK, they still pay attention to the important things, serving food that's free of the nasty stuff , without artificial colours, flavours, keeping our 23,000 staff

happy (one of the happiest places to work) and making sure our customers have a great experience . This all comes down to wanting for you, our customers, the same as what they want for our own families: very healthy food.

The PURPOSE

The business come a long way from serving freshly baked products to working families around Newcastle in the 1930's ,but , just as keen for Greggs to have a positive impact on people's lives today as were then. With ambitions to grow to over 2,500 shops nationwide and ownership of supply chain, they are in a unique position to make good, freshly prepared food accessible to everyone.

The TARGET MARKET

Greggs is a brand for everyone, working hard to evolve the offer and keep pace with changing customer demands and behaviour, using insight from award winning loyalty app – Greggs Rewards and our dedicated customer insight team.

The OPERATIONS

Ownership of our supply chain means that they can make good, freshly prepared food accessible to everyone at great value in an extremely competitive market place. By managing the logistics operation, they will remain focused on the customer, delivering what the shops and customers need.

The MARKET LOCATIONS

The world is changing in a short space of time, the company been quick to react, by building the existing estate of shops to take Greggs where the customers want us to be and can now be found in retail parks, shopping centres, industrial estates, office parks, roadside locations and key transport hubs including motorway service stations, petrol forecourts, train stations, tube stations and airports.

VISION, VALUE, PEOPLE

Vision... to become the customers' favourite for food-the-go.

Values... commit to being enthusiastic and supportive in all that they do, open, honest and appreciative, treating everyone with fairness, consideration and respect.

People... are what makes the business successful. provide for them a great place to work, where they feel valued.

What GREGG'S do

Greggs stands for great tasting, freshly prepared food that customers can trust at affordable prices, for all over 1,950 shops nationwide and serving millions of customers a week, the vision is to become the customers' favourite for food on-the-go.

Ownership of the supply chain means that they can make good, freshly prepared accessible to everyone at great value in an extremely competitive market place. By managing the logistics operation, the company remain focused on the customer, delivering what our shops and customers need,

Where they are located

As 'on-the-go' eating habits change, they have built on the existing estate of shops to take Greggs to where our customers want us to be.

As a result, now the shops are found in retail parks, shopping centres, industrial estates and office parks, where the customers need food when travelling, with shops in travel hubs and roadside locations with parking and currently operate one Greggs Drive-Thru site located in Irlam, Manchester. Through the franchise partnerships, the shops are located in motorway service stations and petrol forecourts.

What is the offer

Greggs is a brand with universal appeal and they are working hard to take Greggs to where the customers are, making sure the shops are open when they need them and that offer modern, attractive shopping environments. The business deliver fast and friendly service and enjoy making every day a great day for our customers by offering great tasting, good value food and rewarding them for their loyalty.

The strategic plan, first announced in 2013, set out to show that Greggs could be a winning brand in the highly competitive food-on-the-go market. The business has been transformed in time, delivering an unbroken record of positive like-for-like sales and new levels of profit, now is time to set a higher aspiration for the business, the purpose being to make good freshly prepared food accessible to everyone, with the aim of becoming the customers' favourite for food-on-the-go.

The strategic plan focuses on four key pillars which all reinforce our commitment to putting the customer at the heart of our business:

- Great tasting freshly prepared food
- Best customer experience
- First class support teams
- Competitive supply chain

These pillars are all supported by long-standing approach to conducting the business in a responsible manner, and in doing so making a positive impact on people's lives.

In a nutshell they offer great tasting, freshly prepared food that the customers can trust, at affordable prices and while classic favourites can't be beaten, the company work hard to ensure there is always something new to excite the customers, continue to develop products in line with changing food trends, making sure they strike the right balance between innovation and tradition, nutrition and indulgence.

Plans for the future

The business continues to grow the strategic categories, which now account for 30 per cent of sales and reinforced the reputation for great value, by expanding breakfast deal and introducing a new £2 'pizza slice + drink' offer after 4pm. The first vegan product, the Mexican Bean Wrap, was well received alongside the vegetarian range, encouraging more customers to try it.

The company will develop products in line with changing food trends, making sure the right balance between innovation and tradition, nutrition and indulgence, value and values and will invest in telling this story to customers. The hard work takes the Greggs to where the customers are, making sure all the shops are open when they need them and that offer modern, attractive shopping environments. The company deliver fast and friendly service and enjoy making every day a great day for customers by rewarding them for their loyalty, and for the communities that serve by sharing the success. Soon, the company will break through the 2000th shop mark and are excited about the future growth potential, as extend the offer into the evening and invest in digital technology, which promises to take the customers experience to a new level.

As the food-on-the-go refit programme neared completion, continue to open new shops in exciting high-profile transport locations, built on the success of Greggs Rewards to understand how can serve the customers better through the use of digital technology, by trialling 'Click and Collect' and working with Deliveroo to test home delivery some locations. The development of the B2C and B2B gifting channels are creating new ways for customers to shop with it.

In the future, the company will increase shop numbers and expect to open 100 new shops, including 50 with franchise partners, will continue to develop the digital vision for Greggs, taking the shopping environments and customer experiences to the next level.

All the staff is well-trained people providing great service to their colleagues and ultimately for the customers, and are committed to providing our teams with a great place to work by investing in first class systems and living up to Greggs values.

During a peak year of investment, the human resource and estate management modules of integrated SAP solution were implemented, together with enhanced processes to manage the product ranging and availability.

It's another big year in the major process and systems investment programme, with the replacement of payroll system taking priority in the first half, alongside which will be rolling out the SAP solution for the supply chain.

3. CONCLUSION:

Gregg's products are "good value" and "fresh quality" in today's market as the customer's budget has been squeezed with the recession, this creates a competitive

advantage. Gregg's long term marketing strategy for the future is to expand into Scotland and the SW of the UK and also international, thus increasing its brand name.

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