

Pollo Campero's Best Management Practices. Introduction to Management in Latin America



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POLLO CAMPERO'S BEST MANAGEMENT PRACTICES. INTRODUCTION TO MANAGEMENT IN LATIN AMERICA




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GRIN Verlag Gmbh Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, EGADE Business School, course: Business in Latin America, language: English, abstract: 'To provide the best chicken-eating experience to our customers, delivering profitability for our partners (shareholders, franchisees, suppliers), and continued development for our collaborators, while maintaining social responsibility in our community.' This research project discusses the best management practices of the Guatemalan restaurant chain Campero International, S.A., operating as Pollo Campero (PC). The firm does not consider itself as a typical Latin restaurant chain; the menus are mainly prepared with spicy ingredients.¹ The entity acts in different places of the world, 50 of its 300 restaurants are located in the United States. Referring to the Hispanic Business Magazine, the overall average sales of the U.S. restaurants achieve a \$1.9 million per average. PC avoids the terminology 'fast food' and describes itself instead as a family dining restaurant chain. Best Management Practices (BMP) are the most effective methods or techniques regarding achieving an objective, while making the optimum use of a firm's resources. The information for this paper has been obtained from the company's web page, the case we got in class, different sources from electronic libraries and several web pages. The institutional, cultural and organizational context in which the best practice is implemented will be described as well as the company's best practices. This paper will focus on Pollo Campero's best practices in Guatemala, the U.S.A. and Latin America. The impact of the best practices on the stakeholders will be analyzed. The research paper will end with our own conclusions in terms of our cultural backgrounds: Germany...

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