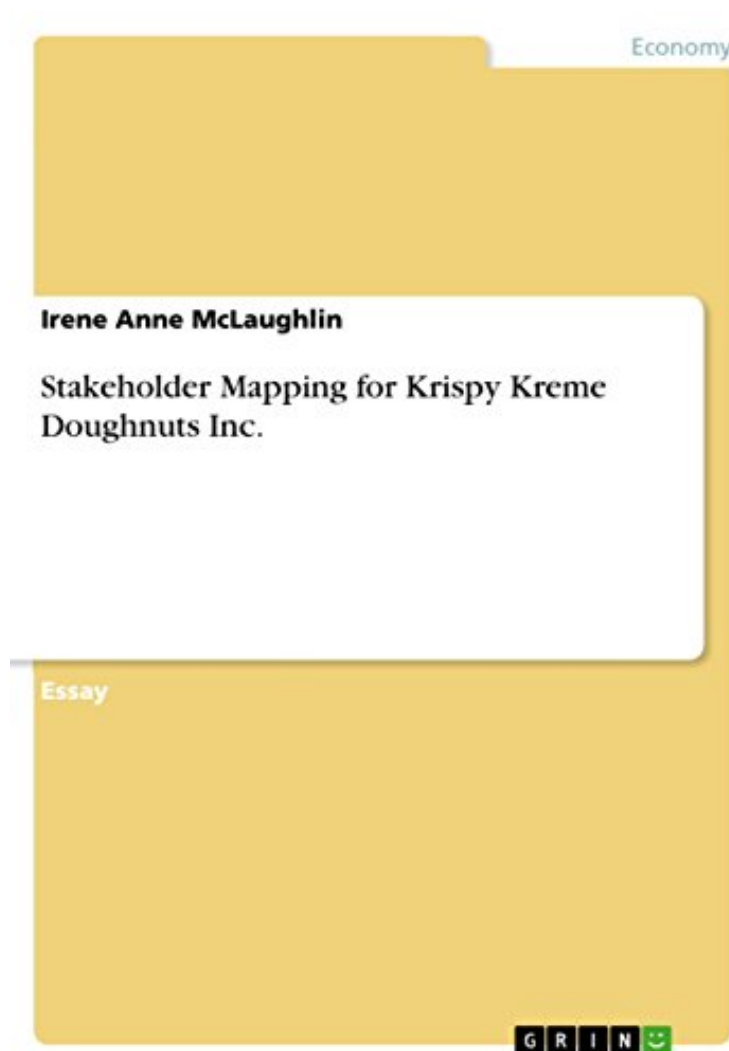


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Stakeholder Mapping for Krispy Kreme Doughnuts Inc.

Irene Anne McLaughlin

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Essay from the year 2016 in the subject Business economics - Company formation, Business Plans, grade: 82%, University of Ulster, course: BSc Business Studies, language: English, abstract: The UK lquo;Fast Foodrdquo; or Quick Service Restaurant (QSR) industry was worth pound;33.5bn in 2014. Krispy Kreme (KK) is a leading branded retailer and wholesaler of doughnuts and baked goods and has recently been voted one of the most reputable QSR restaurants, despite a poor corporate governance history. KK's business includes the ownership and franchise of KK

stores espousing good relationships with employees and the community via a variety of projects. This report analyses KK stakeholder relationships and compares the rhetoric to reality. KK's history consists of company stores, domestic and international franchises plus the supply of doughnut ingredients and machinery. Independent franchisees contributed 34% of total revenues for 2015. Failure of franchisees to successfully operate could materially affect reputation and profits, as the public view actions taken by franchisees as those undertaken by KK.