Read Case # 5 (in your textbook), "Panera Bread Company in 2015: What to Do to Rejuvenate the Company's Growth?" and perform the following analysis:

1. What are the chief elements of Panera Bread's strategy? (25 pts)
2. Perform a SWOT analysis for Panera Bread. Does the company has any core competencies or distinctive competencies? (25 pts)
3. Perform financial/performance analysis of the company based on the data in the case for 2009-2014 period. (30 pts)
4. What strategic issues or problems does Panera Bread management need to address? ? What are your recommendations to address those issues/problems to top management? (20 pts)

Chapters 4 and 5 of your text provide detailed discussion of topics/tools that you would need to know in order to complete this assignment. Also, Appendix on pages 228-229 is useful to address question #3.

Writing requirements: Your assignment should include the following:

* a. Title page
* b. A table of content
* c. Footnotes-you must link your analysis to the materials/concepts in the book. Footnotes must include page numbers.
* d. The main body of the assignment should be 3 to 5 pages in length double-spaced. Use headings, sub-headings, bullets, etc. liberally for cleaner organization and a friendlier reading.
* e. All references must be used from text book that I give you, no others resources allowed. (NOTE: APA style)

I have upload all materials that you need to use, please follow the requirements to finish this question.