**Sources of Added Value**

[](http://www.google.co.uk/imgres?q=subway+logo&safe=active&sa=X&biw=1280&bih=866&tbm=isch&tbnid=9mDWMek45DEsWM:&imgrefurl=http://www.ranklogos.com/logos/websites-logos/page/6/&docid=2hmyQvzKHbuIKM&imgurl=http://www.ranklogos.com/wp-content/uploads/2012/04/subway-logo.jpg&w=2371&h=680&ei=jhZgUrb6HcaIhQfF0YAQ&zoom=1&ved=1t:3588,r:0,s:0,i:82&iact=rc&page=1&tbnh=86&tbnw=300&start=0&ndsp=18&tx=164&ty=52)**Subway** buy bread from a baker and the ingredients for their subs and sell their products through their own shops. How do they add value to the ingredients they buy ?

Look at the images from their website to help you. The first factor has been done for you.

Their sandwiches are fresh

because they are made to order

**Added Value for Subway**

As the fast food market is so competitive, why do you think its so important for Subway to add value to their products?

What do you think the USP of Subway is and why?



