

Jasmi's choice of diversification as a growth strategy is well-suited for several reasons. Firstly, the fast-food market can become saturated, and diversification allows them to tap into new customer segments with distinct needs. This is evident in their launch of Jasmi's Coffee and Le Chocolat, catering to coffee and chocolate lovers, respectively. Secondly, diversification helps spread risk. If the fast-food market experiences a downturn, Jasmi's revenue streams from other ventures can provide stability. Finally, diversification leverages Jasmi's existing strengths. Their experience in managing restaurants translates well to managing coffee shops or chocolate stores, while their brand recognition attracts customers to new ventures.