

# Section 1 - Competitors

In this section, we will examine three companies and products that Hoagie on a Stick will be competing against.

## Company 1 - Subway



Subway was founded on August 28, 1965. It has grown to become one of the largest franchises in the world with 37,776 restaurants around the world. Subway specializes in made-to-order subs (hoagies). The majority of their business is takeout, but the stores do offer in store seating. One of their most popular subs is the Turkey Breast Sub, but they do make over 16 types of subs. All of their subs would be direct competitors for our Hoagie on a Stick.



Turkey Breast Sub



Wrapping/Packaging

The ingredients of a subway sub would depend upon the type of sub, but in general, the first five ingredients of a Turkey Breast Sub would be whole wheat bread, Turkey Breast, lettuce, cheese, and tomatoes. Customers may add things to their sub based upon personal preference. The 6-inch Turkey Breast Sub contains 280 calories. The number of calories depends on the type of sandwich.

The most unique thing about subway subs is the way in which customers interact with the person making their sub. The customer guides the sandwich maker through the creation of their personal sub. Subway's subs are made fresh in front of the customer. The customer may choose from a variety of breads, meats, vegetables, and condiments.

Subway subs are sold at Subway franchise stores around the world. More recently, subway franchises are popping up in amusement parks, malls, and even Wal-Mart's.

**Company 2 - ?**

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**Company 3 - ?**

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