Question 1: Selection and description of the company that operates solely in the USA and is ready to expand globally

Sweetgreen is a restaurant chain in the US where people can quickly get different kinds of salads. It first opened in 2006. The major aim of this company is to make stronger communities by connecting people to real and healthy foods. They saw an opportunity to create a business that values quality. They work with more than 200 people in the food business across the country, from farmers to bakers (Sweetgreen, 2025). Their core values guide their action. They aim to empower their team members, customers, and partners and create a positive workforce in the food system. This company currently operates 246 locations across major US cities. They built a strong reputation for their food quality and transparency.

Sweetgreen has the potential for worldwide expansion since its value offer is consistent with global consumer trends. It has been noticed that many foreign countries demand health-focused, plant-based meals, which strengthens the value of the company. Now, customers are more concerned about nutrition and sustainability (Pasupuleti *et al*. 2024, p.90). The company's emphasis on responsible sourcing, little food waste, and easy menu design creates a scalable model that can be designed for regional preferences. Sweetgreen's strong brand identity helps to explore its business globally. They have operational efficiency and expert group scaling across multiple US locations, which serves as a good basis for expanding into other markets. They have a high chance of succeeding in the global restaurant business.

Question 2: Explanation of what type of global expansion is considered as the CEO of the chosen company

As the CEO at Sweetgreen, it must need to choose *fully own a subsidiary through Foreign Direct Investment* as plan to expand to other countries. Using this plan, Sweetgreen can make sure every aspect of the brand is covered. Through this, it determines the sources of the ingredients, the way technology will be applied, and their customers' feelings. These continue to represent the value of the company (Adeniran *et al*. 2024, p.870). Sweetgreen always focuses on the best quality ingredients for its customers. They focus on sustainability and ensuring to serve high-quality food. This structure demonstrates that the subsidiary must comply with the regulations of its home country. Wholly owned subsidiary allows Sweetgreen to directly manage its local suppliers. They adjust operational processes to regional requirements and customize menu items to cultural tastes while maintaining the brand's crucial morality.

Question 3: Analyze and explain what needs to be changed or modified before the global expansion

Value Chain Element	What will need to be changed or modified before the global expansion
Strategy	Sweetgreen need to redesign its overall marketing strategy for its international market entry.
Resources	The allocation of the resources needs to expand, as it supports new locations and different supply chains.
Leadership	Leadership roles must include global executives who understand regional regulations and cultural differences.
Sustainability	It must be adapted to regional farming practices and environmental laws.
Ethics	Sweetgreen's ethical guidelines should be set based on global labor standards.
Governance	Governance policies must be updated for international legal compliance and reporting (Joseph, 2024, p.90).
Risk management	It would address the current risks, the political stability of the new region, and its food-safety rules.
R&D	Based on the local preference, Sweetgreen need to modify its menu.
Innovation	Sweetgreen modify their menu based on local taste. The company

	should also explore digital innovation by improving their mobile ordering features and loyalty programs that align regional consumer behavior.
Technology	Sweetgreen's digital platforms must support new languages, payment systems, and data privacy.
Supply Chain	The supply chain must be rebuilt through local sourcing network to ensure freshness of the food and meet regulation.
HRM	Sweetgreen would hire the candidate and provide training based on global labor laws.
Operations	Operations must follow local laws to maintain safety and legal procedures.
Finance	Their product pricing must be adjusted based on the new country's currency value.
Marketing	Sweetgreen use localized campaigns to promote their brand. They need to use digital promotion partnerships and culturally aligned branding.
Sales	Sales strategies must be adapted to regional customer behavior and competitive environment (Gupta *et al*. 2024, p.77).
Service	Service standards must be modified to reflect cultural expectations around hospitality.
Quality Management	Quality controls must change based on local regulatory agencies and ingredient standards.
Performance	Performance metrics must be redesigned to measure success across regions.
Learning & Development	Sweetgreen need to provide training to be aware of the new culture and international operational skills.
Customer Experience	Customer experience design must adjust to local dining habits.

Question 4: Explanation of what decisions may need to be made, by whom, and for what reason concerning the 21 elements

Value Chain Area	Who makes the Decision?	What decisions may need to be taken	Reason

Business strategy	CEO & Board of Directors of the company	They together set the entire plan of the global expansion strategy for Sweetgreen.	To ensure long-term sustainability.
Resources	CEO & CFO	They allocate financial and operational resources.	To support international growth.
Leadership	CEO	For global operation, he describes the leadership roles.	To guide teams through expansion.
Sustainability	Sustainability Officer	They update sustainability standards for new markets (Nosike *et al*. 2024, p.110).	To maintain the brand value.
ethics	Compliance officer	They establish ethical guidelines for global operations.	To prevent violations and protect reputation.
Governance	Board	The board updates governance structures for foreign markets.	To ensure operation.
Risk management	Risk manager	They assess and prepare for global operational risks.	To reduce disruptions and financial loss.
R&D	Chief Innovation Officer	According to the local taste, they adjust their menu.	To increase product acceptance.
Innovation	Chief Innovation Officer	They design innovations for new markets	To keep the brand competitive.
Technology	CTO	They help to adapt digital systems and app functions.	To ensure functionality across countries.
Supply Chain	COO	They build international sourcing networks (Usman *et*	To maintain freshness and quality standards.

		al. 2024, p.90).	
HRM	CHRO	They design global hiring and training processes.	To ensure service consistency.
Operations	COO	They modify store operations for regional regulations.	To ensure efficiency and compliance.
Finance	CFO	They manage budgeting and investment decisions	To ensure financial stability during expansion.
Marketing	CMO	They create international marketing strategies	To build brand awareness in new markets.
Sales	CMO	They adapt sales strategies to local consumer behavior.	To increase customer acquisition.
Service	Customer Service Director	They define global service expectations.	To ensure positive customer experiences.
Quality Management	Quality Director	They set quality and food safety standards.	To protect the brand and meet regulations.
Performance	COO & CFO	They track performance metrics for new markets.	To evaluate success and improvements.
Learning & Development	CHRO	They create global training and development programs.	To prepare employees for new operations.
Customer Experience	CMO	They design the customer experience for international stores	To maintain brand consistency and satisfaction.

Question 5: Explanation of how the 21 Value Chain elements are interrelated concerning the global expansion

Value Chain Group	Interrelationship Explanation
Inputs (strategy, Resources, leadership, sustainability, Ethics, governance, Risk)	These elements function together because strategy guides resource allocation. Leadership offers direction and governance, ethics, sustainability, and risk management to ensure that global decisions are responsible and compliant.
Throughputs (R&D, Innovation, Technology, Supply Chain, HRM, Operations, Finance)	These elements depend on the inputs since research, innovation, technology, operations, and financial planning all follow the strategy and standards established at the input stage (Celestin & Sujatha, 2024, p.99). Each throughput has an impact on the others, particularly in the supply chain, HR department, and operations.
Output (marketing, Sales, Service, Quality, Performance, Learning, Customer Experience)	These outputs depend on high capacity since operations, human resources, technology, and innovation all influence marketing, service, quality, and customer experience (Leimona *et al.* 2024, p.88). Performance and learning systems give feedback to encourage continuous development across all 21 categories.

Question 6: Interrelationship of the 21 Value Chain Elements

The 21 value chain segments work together as one integrated system that must remain aligned for effective global expansion. Every function's strategy determines its direction and directs resource allocation and leadership decisions. Governance and ethics provide the framework for the way work should be done in new markets. These inputs then affect research and development, innovation, and technology design (Bennett & Grabs, 2025, p.90). Supply chain, human resources, and operations all depend on these inputs to carry out the everyday tasks that support the plan. Finance connects all fields since every choice demands funds and control. The outputs of the system demonstrate the way the inputs are aligned. Marketing, sales, service, quality, performance, learning, and customer experience demonstrate the true impact of previous decisions. These outputs provide information that leads to new strategy changes that result in a continuous cycle of progress.

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