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Mata, Jaime Sandra Grimau, Jaime Jorba Sendra, and Alfonso Velasco, were the partners who started the bakery company.[14] The name "Bimbo" was chosen among other candidates such as PanRex, Pan NSE (initials in Spanish for Nutritious, Tasty, and Economic), Sabroso, Pan Lirio, and Pan Azteca.[15] The name was formed as the combination of the Bambi and Dumbo films, the favourite films of Marinela, Lorenzo Servitje's daughter. Retrieved 2022-05-06. 2018-07-13. 2014-02-12. Revista Merca2.0. 2015-03-19. www.20minutos.com.mx - Últimas Noticias (in Mexican Spanish). 2008-05-07. Sexo: masculino y femenino indistintamente. ^ "Las 100 manufactureras más importantes de 2018". ^ "Reconocen a Grupo Bimbo en relanzamiento de transporte limpio". ^ "Reconocen a Grupo Bimbo por cuarto año consecutivo como una de "Las Empresas Más Éticas del Mundo". ^ "Exclusiva | Daniel Servitje, CEO de Grupo Bimbo". 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Its goal is to achieve, at least, 90% waste recycling in its global operations.[102] To achieve this, today it has 43 plants with zero waste to landfills and 144 plants with more than 80% recycling, and it has implemented circular economy projects.[108] The company also takes part in different post-consumer programs that promote recycling in countries such as the United States, Canada, Spain, Portugal, and Brazil.[109] Natural capital Grupo Bimbo has promoted an environmental strategy, collaborating with suppliers, focused on caring for biodiversity. ^ "Bimbo adquirió el 65% de Ready Roti". ^ Scully, Jules (25 February 2019). ^ "Bimbo da una gran mordida a Nutrella". 2019-11-13. ^ "Bimbo inicia producción de mil autos eléctricos". ^ a b "Bimbo: el osito que en 70 años ha vendido pan a todo mundo". ^ "Bimbo suma 500 camiones repartidores eléctricos". ^ "Grupo Bimbo adds Chilean bakery to portfolio". That same year, Grupo Bimbo joined the RE100 initiative, committing to being 100% renewable, energy-wise, by 2025.[60] It also became the first Mexican company to issue Clean Energy Certificates for Distributed Generation.[61] In 2019, it kept promoting some of its corporate social responsibility initiatives like the Good Neighbor program.[62] Reforestamos México (Reforestación),[63] and Limpemos México (Clean-up).[64] Among these campaigns, Without Leaving Trace stood out, with which Grupo Bimbo committed that 100% of its packaging will be recyclable, biodegradable, and/or compostable by 2025.[65] In February 2020, Grupo Bimbo expanded its operations and arrived in Kazakhstan, through Bimbo QSR (Quick Service Restaurants), a strategic association agreement was signed with Food Town, the exclusive supplier of buns and McDonald's franchisees in that country. "Bimbo operará al 100% con energía limpia". "Grupo Bimbo, empresa con mucha levadura". Expansión (in Spanish). 2014-07-15. With this agreement, the company expanded its presence to 33 countries.[66] In May 2022, Grupo Bimbo agreed to sell its confectionery business, Ricolino, to the Chicago-headquartered food processing company, Mondelez International for approximately \$1.3 billion USD.[67] Corporate structure Grupo Bimbo is composed, in a first tier, of a Shareholders' Meeting, whose task is to appoint the members of the Board of Directors, which must be made up of a minimum of 5 directors and a maximum of 21; 25% of them should be independent agents.[68] The following tier is the Steering Committee,[69] which is established as follows: CEO and chairman of the Board of Directors: Daniel Javier Servitje; CEO/ CEO of Mexico: Daniel Javier Servitje; Executive Vice Presidents: Javier Augusto González Franco ^ Gabino Miguel Córpez Carbajal ^ Rafael Pamiás Romero Chief Financial Officer: Diego Gaxiola Cuevas[69] Global People Director: Juan Muldoon Barrena[69] Global Vice President of Information and Transformation: Raúl Ignacio Obregón Servitje[69] Acquisitions 1964: Sunbeam - Quality Bakers of America (license in Mexico)[70] 1995: Coronado (Mexico), Grupo Ideal (Chile)[70] 1998: Mrs. 2019-05-07. www.elfinanciero.com.mx. www.efe.com (in Spanish). Retrieved 2021-04-29. 2019-09-19. "Así expandió Lorenzo Servitje la operación de Bimbo en Latinoamérica • Últimas Noticias • Forbes México". Retrieved 2021-03-11. José Cárdenas (in Spanish). ^ "¿Por qué se llama Bimbo y por qué utilizamos un osito en el logo?". "Bimbo compra empresa en África". ^ a b "Bimbo lanza sistema de energía solar más grande de Sudamérica". ^ "Bimbo cierra la compra de East Balt Bakeries". 2017-02-03. MEXICAN STARTUP WITH 75 YEARS OF HISTORY Análisis del Microentorno del Bimbo/Grupo Bimbo posee 75 plantas en México, 42 plantas en Estados Unidos, 42 plantas en China, 7 en España y Portugal y 30 plantas distribuidas en toda Latinoamérica.Dentro del microentorno de la empresa BIMBO podemos encontrar en primera instancia como elemento principal los clientes, esta empresa se da a la tarea de servir a miles de clientes a niv mundial, entre los principales podemos encontrar a Grupo Walmart, Grupo Casino, Cencosud, Coca Cola, Telmex e IMSS. gob.mx (in Spanish). ^ www.opportimes.com (in Spanish). ^ "Bimbo reporta beneficio neto de 286.1 millones de dólares en 2017". PortalAutomotriz.com (in Mexican Spanish). Retrieved 25 February 2021. {cite news} : CS1 maint: url-status (link) ^ "Santiago, Judith". ^ "Meaningful Brands @ 2019 - Havas Futura Together" (in Mexican Spanish). The company works with strategic suppliers, small and medium enterprises (SMEs) in soy, sesame, and palm traceability programs; with the International Maize and Wheat Improvement Center (CIMMYT) in various sustainable agriculture programs.[108] Grupo Bimbo focuses on maintaining an environmental balance and, therefore, promotes initiatives such as Reforestamos México A.C. created in 2002, whose mission is the conservation of forest ecosystems.[110] From 2012 to 2019, this organization has managed to plant 96,609 trees in various Mexican locations[111] and, in the last year, collaborated with 90 companies to reforest 133.95 hectares of forests in 12 different entities.[109] Accolades 2011 National Exports Award[112] The Group received the Clean Transport Acknowledgment from the Ministry of Environment and Natural Resources (SEMARNAT).[113] UN Standard award from the Whole Grains Council, USA [114] The National Association of Private Transportation (ANTP) granted Grupo Bimbo a Safety certification in Transportation.[115] 2012 National Quality Award for its Lerma plant[116] The Federal Attorney for Environmental Protection (PROFEPA), recognized for the Environmental Leadership Program for Competitiveness.[117] Safe Company Award to the Barcel Lerma, Mérida, and San Luis plants, granted by the Ministry of Labor and Social Security (STPS).[118] Lorenzo Servitje Sendra, the founder of Grupo Bimbo, receives the National Entrepreneurs Award for his career [119] 2013 First place in the Companies with the Best Reputation in Mexico ranking, awarded by the Corporate Reputation Business Monitor (MERCOR).[120] Grupo Bimbo was recognized for its efforts in reducing the environmental footprint of its transport and distribution operations, during the 3rd edition and relaunch of the Clean Transportation program, by the Ministry of Environment and Natural Resources (SEMARNAT).[121] The Technology and Maintenance Council of Mexico recognized Grupo Bimbo as one of the "World's Most Ethical Companies" [139] Grupo Bimbo was included in the top ten of Expansión's "500 Most Important Companies in Mexico" ranking.[139] Bimbo Bakeries USA was named Energy Star Partner of the Year by the United States Environmental Protection Agency (EPA), for its energy-saving and management strategy.[140] Named one of the Greenest Mexican Companies by Forbes magazine[141] For the fifth time, first place in the Companies with the Best Reputation in Mexico ranking, awarded by the Corporate Reputation Business Monitor (MERCOR). 2022-05-06. ^ "Bimbo, rico en mercadotecnia". In 1971, Barcel, one of its most important brands, began operations; In 1972, it opened its bakery plant located in Acazapotalco, Mexico City, the largest in Latin America and one of the ten largest in the world, at the time.[28] During this decade, Grupo Bimbo entered the marmalade market with Carmel (1973); inaugurated Suandy and Tía Rosa (1974),[29] began the production of Conchas Bimbo (1975),[28] and launched Ricolino, the company's leading sweets and chocolate brand, and Bubulub with it (1978).[30] By the end of the 1970s, Grupo Bimbo was formed by 3 companies, 12 plants, and 15,000 employees; during this time, Roberto Servitje was appointed CEO.[31] 1981 - 2000 At the beginning of the 1980s, Grupo Bimbo presented relevant internal and external changes. ^ Téllez, Estephanie Suárez y Cristian. ^ "Bimbo lanza una bolsa de plástico 100% biodegradable en México". ^ "Bimbo concreta la compra de Saputo Bakery en Canadá". Retrieved 2021-05-06. "Bimbo quiere ampliar su presencia en China • Negocios • Forbes México". ^ a b Embargo, Redacción / Sin (21 August 2019). WE NOURISH A BETTER WORLD Sharing special moments with people in 33 countries of 4 continents More than one hundred brands for every moment of your day. 2013-12-05. 2010-04-19. www.merco.info. 2019-05-23. ^ "Grupo Bimbo sube 14 lugares entre las mejores marcas del mundo | Opportimes". Advertorial, Forbes (2019-08-26). ^ "Grupo Bimbo expande operaciones a Kazajistán". 2015-12-15. ^ a b "Certificados Emitidos por PROFEPA 2018 (Spanish)" (PDF). {cite web} : CS1 maint: url-status (link) ^ "Secretaría del Trabajo y Previsión. Somos más de 139 mil colaboradores, en 2017 alcanzamos ventas por 14.4 mil millones de dólares. ^ "Movilidad eléctrica: el camión de Grupo Bimbo en la industria". Notimex. ^ "Portafolio de marcas: ¿Qué hay detrás de Ricolino?". 2019-07-11. ^ "El Grupo Bimbo de México completa compra de estadounidense East Balt Bakeries". Retrieved 2021-05-20. 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El público externo: Como lo son las autoridades gubernamentales, entidades económicas, entidades financieras y los propios competidores.El público en general al que está dirigido BIMBO posee una edad promedio de 2 a más años. 2020-01-15. 2015-10-28. Somos la panificadora más grande del mundo. 2017-10-16. ^ "Reconoce Semarnat a Bimbo en Programa de Transporte Limpio". Retrieved 2021-07-29. "Panrico ya es oficialmente propiedad de Grupo Bimbo". "Bimbo repite en ranking de empresas éticas". Sánchez, Sheila (2020-06-04). Trading Statistics". "Bimbo entra a la India con compra mayoritaria de Ready Roti • Últimas Noticias • Forbes México". 2019-05-03. 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Currently, all Grupo Bimbo's packaging in Mexico that can incorporate d2w technology under the ASTM D 6954-18 standard[105] is already biodegradable.[106] Additionally, in 2019, Grupo Bimbo developed its first 100% compostable packaging for the brand Vital,[104] which has the OK Compost certificate, for domestic and industrial processes, issued by the TÜV institute in Austria, meaning that it biodegrades and is naturally reintegrated into the environment.[107] Throughout its value chain, Grupo Bimbo promotes actions to reduce and recycle waste. ^ "El Osito Bimbo, una herencia de Servitje". "Bimbo compra la cadena mexicana de pastelerías El Globo a Slim". Revista Merca2.0. 2019-01-29. ^ mundoanid.com. 2019-11-25. Grupo Bimbo : Sin Dear huella (in Mexican Spanish). ^ a b "Grupo Bimbo Today". In 1971, it furthered its US based offerings to the U.S. bread market with the purchase of Pacific Prides Bakery, San Diego, CA and in 1998 when it purchased Mrs Baird's Bakeries in Texas, Bimbo Bakeries USA (BBU) was born. www.bmv.com.mx. ^ "Ahoranza: así era la publicidad de Bimbo en sus inicios". ^ a b "Día Mundial de la Madre Tierra: Nuestro Deber es Cuidarla". ^ "Bimbo paga 190 millones por Panrico". 2015-07-09. ^ "Desde las Donas y Gansito, hasta el Duvalin: La historia de Bimbo a través de sus marcas". FoodBev Media. "Reparto sustentable: la nueva inversión eléctrica de Bimbo". 2018-08-03. February 2018. Retrieved 2021-01-18. 2017-10-19. ^ "Pioneros que buscan salvar más vidas en el camino". 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(Spain and Portugal)[71] 2017: Grupo Adghal (Morocco),[72] East Balt Bakeries (United States).[73] 65% of Ready India Private Limited's shares (India)[74] 2018: Nutra Bien (Chile)[75] El País (Colombia), Mankattan Group (China)[76] Global sales Figures in millions of nominal Mexican pesos Year Total Net Sales (MXN) Total Assets (MXN) Total Liabilities (MXN) Capital (MXN) 2012 \$173,139 \$137,140 \$30,082 \$47,058 [77] 2013 \$176,041 \$134,727 \$86,944 \$47,783 [78] 2014 \$187,053 \$177,761 \$124,159 \$53,602 [79] 2015 \$219,186 \$199,633 \$177,774 \$61,859 [80] 2016 \$252,141 \$245,165 \$170,089 \$75,076 [81] 2017 \$267,515 \$259,249 \$182,225 \$77,024 [82] 2018 \$288,266 \$263,316 \$178,741 \$84,575 [83] 2019 \$291,926 \$279,081 \$200,770 \$78,311 [84] Sustainability Grupo Bimbo manages its environmental actions through the platform A Sustainable Way.[85] formed by four strategic pillars: Carbon Grupo Bimbo set itself the objective of minimizing its environmental impact through the improvement and consolidation of technologies related to renewable energy, energy efficiency, and compensation of resources.[86] To achieve this, the company joined the RE100 pact, committing itself to be 100% renewable by 2025 (energy-wise). El Universal (in Spanish). 2020-06-09. 2019-04-06. SinEmbargo MX (in Spanish). ^ "Corporate Governance". ^ "Longest line of hot dogs". "Bimbo concluye compra de panificadora china Mankattan". Basandonos en los tipos de competencia que existen, en relación a precios, calidad, tiempo y competencia basada en la ubicación.Existen varios tipos de publico dentro de la empresa.El publico interno: conformado por empleados, directivos, accionistas mayoritarios y todos los colaboradores y asociados de grupo BIMBO. ^ "Ranking Multilatias 2016 | AméricaEconomía". "Bimbo, la marca con mayor penetración en México; Coca-Cola, la más consumida". Elaboramos más de 13 mil productos bajo más de 100 marcas de reconocido prestigio en categorías como pan de caja, galletas, bollos y pan tostado. ^ Angeles, Alejandro (2019-10-23). "Entregan Premio Nacional de Emprendedores". Revista Merca2.0. 2019-01-10. Mundo Ejecutivo (in Mexican Spanish). ^ Jiménez, Ismael (2018-12-10). 2016-12-01. 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Quién (in Spanish). ^ "Bimbo crece con Moldex flotilla de vehículos eléctricos". "México debe aprovechar amenaza y convertirla en oportunidad". P. Guinness World Records. 2019-12-19. Contamos con 199 plantas de producción y aproximadamente 1,800 centros de venta localizados estratégicamente en los territorios donde operamos. 2013-11-12. ^ "Bimbo logra 300,000 puntos de venta más en 2018 | Opportimes". 21 June 2018. ^ "Bimbo estrena parque eólico en Oaxaca". ^ "Bimbo pone bases para una vida sana". ^ "ENERGY STAR". Retrieved 2021-02-11. ^ "Muere el fundador de Grupo Bimbo". 2016-07-21. ^ "Bimbo: el osito que en 70 años ha vendido pan a todo mundo". 2019-04-01. ^ "Bimbo es reconocida como la marca de alimentos con mayor valor en México". "Bimbo, ¿cómo una empresa de tradición familiar conquista 4 continentes? MataHeadquartersMexico City, MexicoArea servedWorldwidekey peopleDaniel Servitje (Chairman and CEO)ProductsBreadCookiesPastriesBrandsBimboMarinelaRicolinoTía RosaldealBarcelSara LeeMrs Baird'sCrowsaeWonder Bread+100 other brandsRevenue MXN\$348.8 billion US\$517.4 billion (2021)Operating income MXN\$315.3 billion US\$89.1 billion (2021)Net income MXN\$43.1 billion US\$11.7 billion (2021)Total assets MXN\$337.6 billion US\$16.6 billion (2021)Total equity MXN101.6 billion US\$5.0 billion (2021)Number of employees137,000DivisionsBIMBO Bakeries U.S.A.BIMBO MexicoBIMBO CanadaBIMBO Latin SurBIMBO Latin CentroBIMBO BrasilBIMBO EuropaCanada Bread CompanyHarvest Global IndiaWebsitegrupobimbo.com Grupo Bimbo, S.A.B. de C.V. (also known simply as Bimbo) is a Mexican multinational company with a presence in over 33 countries located in the Americas, Europe, Asia, and Africa.[1] It has an annual sales volume of 15 billion dollars[2] and is currently listed on the Mexican stock exchange with the ticker BIMBO.[3] Grupo Bimbo has 134,000 employees,[4] 196 bakery plants,[5] 513 million points of sale, a distribution network with 57 thousand routes all over the world.[6] The company has more than 100 brands and 13 thousand products.[7] Like Bimbo, Tía Rosa, Ricolino, Entenmann's, Pullman, Rainbo, Nutrella, Marnela, Oroweat, Sara Lee, Thomas', Arnold and Barcel.[8] Its strategic associations include Alicorp (Peru), Labe Label (Mexico), Fincomin, Galletas la Moderna, Grupo Nutresa (Colombia), Mundo Dulce (Argentina); among others.[2] As of 1997, Daniel Servitje is Grupo Bimbo's CEO, and its chairman since 2013.[9] History 1945 - 1960 Grupo Bimbo began operations in Mexico City [10] on December 2, 1945, with Panificación Bimbo, S.A. as the official name.[11] The company started with 34 employees,[12] selling cellophane-wrapped large and small white loaf bread, rye bread, and toast bread.[13] Lorenzo Servitje Sendra, José T. ^ Forbes Staff (2019-02-27). ^ Ayala, María Luisa (5 August 2019). 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(also known simply as Bimbo) is a Mexican multinational company with a presence in over 33 countries located in the Americas, Europe, Asia, and Africa.[1] It has an annual sales volume of 15 billion dollars[2] and is currently listed on the Mexican stock exchange with the ticker BIMBO.[3] Grupo Bimbo has 134,000 employees,[4] 196 bakery plants,[5] 513 million points of sale, a distribution network with 57 thousand routes all over the world.[6] The company has more than 100 brands and 13 thousand products.[7] Like Bimbo, Tía Rosa, Ricolino, Entenmann's, Pullman, Rainbo, Nutrella, Marnela, Oroweat, Sara Lee, Thomas', Arnold and Barcel.[8] Its strategic associations include Alicorp (Peru), Labe Label (Mexico), Fincomin, Galletas la Moderna, Grupo Nutresa (Colombia), Mundo Dulce (Argentina); among others.[2] As of 1997, Daniel Servitje is Grupo Bimbo's CEO, and its chairman since 2013.[9] History 1945 - 1960 Grupo Bimbo began operations in Mexico City [10] on December 2, 1945, with Panificación Bimbo, S.A. as the official name.[11] The company started with 34 employees,[12] selling cellophane-wrapped large and small white loaf bread, rye bread, and toast bread.[13] Lorenzo Servitje Sendra, José T. ^ Forbes Staff (2019-02-27). ^ Ayala, María Luisa (5 August 2019). Revista Fortune (in Mexican Spanish). "Global Energy". "Our History". "Empresas Verdes: a 5 grados del desastre • Nuestra Revista • Forbes México". 2017-08-16. ^ www.cemefi.org. 2019-08-20. 2019-11-25. 2011-12-01. ^ "Extiende Bimbo presencia global: llega a Kazajistán". ^ "El uso responsable del agua en la cadena productiva". 2015-12-11. ^ "Bimbo, la historia de un gigante que llega hasta tu mesa". "Grupo Bimbo quiere abastecer con energía solar sus instalaciones". Tenemos presencia en 32 países, en cuatro continentes: América, Europa, África y Asia. Retrieved 2021-07

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