

**MARKETING MANAGEMENT**

**MBA/MSc**

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UNIT TITLE / CODE: MARKETING MANAGEMENT

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**MARKETING MANAGEMENT OF TACO BELL**

# Executive Summary

This report will discuss the market strategy of the well-recognized organization Taco Bell in the context of the United Arab Emirates. The company has an outlet in Dubai and they are thinking about a future expansion in that area as well. In order to understand the market scopes for Taco Bell in the future expansion the market segmentation, target market has been discussed along with a brief organizational overview in the main report. This will provide a brief understanding about the different customer groups associated with Taco Bell. Other than that, the SWOT analysis is also carried out in the context of the company in order to understand the different elements within the inner environment of the company. The 4ps of the market strategy is also analyzed in the context of Taco Bell so that the different characteristics of products, price, promotion and place of the expansion can be figured out. Thus, the report has been conducted to provide a brief analysis of the market structure of Taco Bell.

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# 1. Brand Overview

Taco Bell is a food restaurant chain originated from America. This food chain is mainly based upon the different Mexican food delicacies, taco being one of the major ingredients of their menu list. Taco Bell is owned by Louisville, who also happens to own the other two major restaurants KFC and Pizza Hut. Taco Bell has undergone a major growth after the establishment and at the present scenario, it happens to serve over 42 million customers in the worldwide scenario (Gerhardt, Hazen & Joiner, 2018). There are over 7000 restaurants under this brand as well. Taco Bell has opened its branch in Dubai but now it is wondering to expand its stores within the whole United Arab Emirates for earning more business benefits.

# 2. Competition Overview

There are several competitors of the Taco Bell in the United Arab Emirates, which can provide a major competition to the Taco Bell Company. The companies like Freshly, Wendy’s, McDonalds and Chipotle are the major restaurants, which can be considered as the major competitors of Taco Bell (Ramasubramanian et al. 2016). These companies are situated in Dubai under the similar radar as Taco Bell. Other than that, all of them are the fast food chains who also serve the different kinds of food delicacies with a very appreciable infrastructure and price range and that is the reason why they are the major competitors of Taco Bell.

# 3. Target Market

The main target market of Taco Bell is the customers who are in the age range of 18 to 34 years. This age range is the main target because they are very much attracted to fast foods. The youths are drawn to the different fast foods and food delicacies as well. As the taco is considered as the healthy alternative of the different wraps, they are also considered as healthy fast foods (Hoffman, 2017). They are also focusing on the healthy side of the spectrum as they have introduced many vegan foods as well. The health concerns within UAE or Dubai are also the target market of this fast food chain.

# 4. Segmentation

There are two types of segmentation that the Taco Bell is currently focusing amidst Dubai. The market segmentation is done through the demographics and that is the reason why some segmentation includes a particular age group of 18 to 34. The other part of the market includes the income range as well (DeSarbo, Chen & Blank, 2017). According to the income of the lower, middle or the higher group of people Taco Bell is thinking of setting the price and the menu as well. The store location has also been part of market segmentation as it deals with the busy market area or office area in Dubai in order to attract more people towards it.

# 5. SWOT Analysis

In order to understand the inner environment of Taco bell there is a need for conducting the SWOT analysis, which is provided below.

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * There is a huge brand loyalty associated with Taco Bell as this is a well renowned food chain worldwide * Quick services of the food items and the hygienic preparation of the food can attract more popularity * The strong marketing and advertisement of the brand itself qualifies as a major strength | * Major market competition of the market * Lower market share in the Dubai market * High fat residue in the food items is a hindrance to the health concerns |
| **Opportunities** | **Threats** |
| * Expanding the business to a new market area * The introduction of the home delivery option * Implementing new items and new flavors can also attract the people like Mexican / Arabic taste. | * Threat of the fierce market competition * Health awareness of the employees (Mapua, 2017) * Healthy alternatives of the fast foods |

# 6. Market Research

The 4ps market research will be needed for the upcoming expansion associated with Taco Bell.

## 6.1 Product

The future packaging plan of Taco Bell includes the different recycling elements to it. Thus, the packaging will be reusable and biodegradable as well. This is very environmentally friendly and it will help them to proceed with success as well. Thus, the company can get a huge competitive advantage on the quality of the packaging that they are yet to develop. It will also attract a number of customers to them as well.

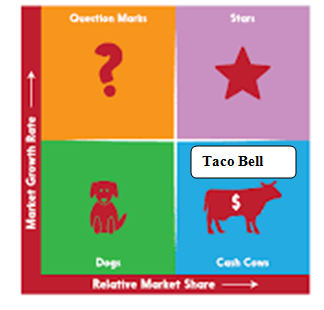


Figure 1: BCG Matrix of Taco bell

The cash cow is the BCG matrix position where the Taco Bell can be placed. It is a well renowned company with the proper food products and the different types of healthy alternatives as well. That is the reason why it can assume that the expansion of the company will go smoothly and it can attract a number of customers at the same time too.

## 6.2 Place

The retail strategy that Taco Bell has relied on is the influencer marketing. In this case, they are directly connected with the company but they have a strong connection with the total fan base, which will help them to attract them as well (Dolnicar, Grun & Leisch, 2017). Thus, the fan base of the company will be huge and it will attract a lot of market at the same time too.

## 6.3 Price

The price structure of Taco Bell is competitive because it focuses on the competitors pricing strategy and then will develop their own.

## 6.4. Promotion

The push promotional strategy will be developed by this company in order to make the customers attracted to the company through a stable median like the advertising platform or the influencers.

# 7. Conclusion and Recommendation

In order to conclude it can be said that with the different strategies discussed above Taco Bell can go through a well expansion process within the United Arab Emirates. The environment friendly packaging and the advertising platform can provide a stable base to the expansion of the company in the near future. Other than that, the market segmentation of the company is very wise too and thus the company will be able to categorize the people as well. There are some pitfalls related to the market strategy of the organization as well. Through some integrated policy, they should be mitigated for the better outcome in the future.

As a recommended strategy, the company should focus on the different competitors in the same market radar in order to analyze their strategy and develop one, which will be unique. The price range should be on the affordable side and more healthy food options should be included in the final menu list of the organization. Thus, the organization will be able to earn a larger fan base or customer base, which can be beneficial for the expansion they are planning to do in the near future in the context of the United Arab Emirates.

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