# Contemporary Marketing Practices

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Course

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INTRODUCTION

Marketing involves different activities such as pricing, distribution, product, or services involved with promotion activities (Gillespie and Swan, 2021). Internal and external marketing involves product, price, place, and promotion. This report proposes to discuss various marketing practices that can be applied by the Taco Bell company, which plans to move to

Prague, Czech Republic. The report will give a clear outlook on what should be done to enable Taco Bell company to penetrate the Czech Republic and Central European market at large. The report will also identify various trends available in the Czech Republic and Central European market that will likely affect the Taco Bell company as it moves to the country. In addition, it will explain how Hofstede’s Cultural Dimensions (HCDs) can help Taco Bell company penetrate the market at the international market level.

**Objectives**

The overall objectives for this report are to:

* Advice the Taco Bell company on the best ways to help it penetrate the Central European market.
* Help provide prior information on the market trends available and how they will impact the Taco Bell company as it plans to move to Prague, Czech Republic.
* Recommend essential unique selling points (USPs), which the Taco Bell restaurant should focus on.

To penetrate deeply into the market, the company needs to have clarity and consistency in the offering. With clarity, there come two dimensions, that is, clarity of message and clarity of purpose. Starting with clarity of message, the target audience’s attention is drawn by the message on what the company is offering. The message should be clear and direct to the point without ambiguity (Hillebrand, Kemp, and Nijssen, 2011). Clarity of message is important because it gives a clear outlook on what services you offer to the market. In the clarity of purpose, your message should be clear on what the target audience (market) should do after reading the message. For instance, do you need them to visit the company’s website? Do you want them to buy certain goods? The clarity of the message should provide the audience with the reason to take any action and what action to be taken.

Consistency is another key issue to be put into consideration. Most companies fail to penetrate the market because they lack consistency in their message to the target audience.

By being consistent, it means that all the information about the company should be the same across all the platforms: Facebook, Twitter, website, email, both print and electronic ads, etc. Consistency helps avoid confusion and creates better customer trust, experience, and credibility. Clarity and consistency are important because they help easily detect what you are offering. They give answers to various questions that the customers or target audience may be having in mind. Also, it is easy for the target audience to perform the desired action. Therefore, for Taco Bell company to easily identify itself in the Czech and Central European market, it needs to develop clear and consistent messages to the customers. This is to create a good rapport with the people at large and attract most customers' attention in the market.

The public and the customers form part of the internal market whereby there are different market customers. The public has got different sections, including the general and internal public. Internal marketing aids the firms in delivering quality services to their customers, and it also makes the employees feel motivated and satisfied with their conditions. In this case, the employees can make their own decisions without disturbance. This can be related to Leonard berry's model, whose basis of internal marketing is based on the fact that an employee is a client who develops a competitive advantage (The Effect of Internal

Marketing on Competitive Advantage as Organizational Coaching – The Mediating Effect of Service Innovation, 2020). This model has got the main aim of satisfaction of the employees and the development of customer attitudes which generally entails the customers who have received quality services and are motivated (Pungnirund and Sribunreng, 2019). I would advise the Taco Bell restaurant to use Larry's model to ensure that everybody directly related to the company is satisfied.

According to Gronroos’ model, marketing involves four critical parts, which, if applied appropriately, can be of great importance in internal marketing. Understanding the market and individual customers, selecting good situations, planning and executing programs, and lastly, preparation for the execution of plans. Either, the model suggests that greater satisfaction of employees is more likely to create an orientation towards external customers. Through this model, it will be easy for Taco Bell to penetrate the market. The model will enable Taco Bell to prioritize its customers and be strategically located. Either, planning will be necessary to prepare the company for internal marketing. The relationship between the customers and the service provider (Taco Bell) and the advertising companies will make employees motivated and customer-oriented. Customer satisfaction will be met by coming up with customer-oriented strategies and employee motivation.

# TRENDS IN CENTRAL EUROPEAN CULTURE

The current trend available globally is purchasing whatever one wants online, which can be referred to as online marketing. According to the Central European Culture, the use of tablets screens for the offering of foods at KFC and McDonalds will make work (Miller, 2021). This is where the customers will use the screens and get to see the menu, select whatever they want, and use credit cards for payment as they pick their food at the counter. This could increase the efficiency of the working conditions, lessen the waiting time and increase the sales at a faster rate.

There has been an increase in the number of Mexican restaurants in the Republic of Czech, making it one of the market trends available in the region. This is because they expanded fast food options in the region which were minimal initially. The only available options include kebabs, pizza from street stalls, sausage, fried cheese, and food chains such as KFC. Mexican restaurants provided more options, with Burrito Loco having 5 restaurants offering 24/7 services to customers in Prague (Namin, 2017). Either, the food quality has no compromise with quality making. Simple and high-quality cuisines prepared in these restaurants have made Mexican restaurants popular across the whole Republic of Czech. For instance, statistics indicate that most young people in the Czech Republic mainly depend on fast food cause of its availability, and there is no waste of time (Bartusková, Malátová, Bečková and Hůlka, 2019).

Fast delivery is another key trend present in the Czech Republic market . The multiplication of delivery choices for fast food eateries is speeding up especially in Central European market (Sadilek and Prusa, 2014). In recent years, there has been an increase in online shops offering food services. The trend has increased from Prague to the rest of the Czech Republic’s parts. This is evident through companies such as Tesco, with which its entry has impacted traditional retail chains to consider e-marketing. Most available restaurants already in the market focus on providing door-to-door delivery while others prefer using services like Uber-Eats, GitHub among others to cater for needs of their customers (European food delivery companies’ revenues 2018| Statista, 2022). Many consumers expect delivery options, whether offered by restaurants or third parties. Something new and exciting is imminent for some restaurant chains that are strictly delivery locations. This means they only prepare food for delivery in the so-called ghost kitchen.

# HOFSTEDE’S CULTURAL DIMENSIONS (HCDs])

Hofstede, a social psychologist, developed a theoretical framework with which he used to determine and develop different cultural dimensions in (Rehman, 2021). . Marketers can use such cultural dimensions to develop a perfect marketing mix to conform to the new market culture.

Identifying different cultural dimensions is of the essence in marketing. The company will tend to focus on considering promotion options that appeal to customers from different countries. From the graphical presentation above, it is clear that the Czech Republic culture is highly prevalent in uncertainty avoidance (74), followed by long-term orientation (70), individualism (58), power distance and masculinity (58 each), and lastly, indulgence (29) (Country Comparison - Hofstede Insights, 2022). This means that Taco Bell company needs to consider entering the Czech market.

The dimensions will help Taco Bell avoid marketing failure. Taking the case of uncertainty avoidance, which is highly prevalent in Czech, means people in the Czech republic market prioritize quality and trust. This means that Taco Bell should consider winning the customers’ trust by ensuring that their products and services are of high standards.

Long-term orientation towards the products and services provided is another key cultural dimension which means that they out more interested in the long-term effects. This means that they want high-quality products. As a result, Taco Bell needs to consider giving quality products to avoid doubts from customers.

With individualism, it means that Taco Bell should consider products that are designed for families. It should pitch to the families meaning they should be valuable with high quality. For instance, it may consider offering atta (wheat) noodles and bread than the ordinary ones.

With power distance and masculinity coming fourth with a prevalence rate of 57, it means that it is easy to get an influence in the Czech Republic’s culture if powerful people are involved. Meaning, Taco Bell should consider using an advertisement appealing to the authority figure. In considering the rural areas, marketing should be done using communities. The masculinity index shows that the Czech republic society is male-dominated. Meaning, products that focus on males are in high demand.

# KEY UNIQUE SELLING PROPOSITIONS (USPs)

For Taco Bell to penetrate deeply into the Central European market, it has to employ strong, unique selling propositions (USPs). The USPs will act as a marketing strategy to inform the target audience on what Taco Bell is offering that is special or superior to the competitive companies.

For many years especially in the US, Taco Bell has been focusing on understanding customers’ needs. This made it a favorite among the millennials since they made the largest demographic population in the US and their needs were well catered by the Taco Bell company (Hanani, 2022). This can be a unique selling proposition if applied in the Central European market by identifying the needs of the current Gen Z. As the world is advancing, every generation has its own unique identity. With Gen Z, they expect more innovation since they have grown in a rapid innovation and technology period (Meola, 2022). They require products and services to be translated into digital experiences. Therefore, Taco Bell should focus on having innovative methods that will make it a favorite among Gen Z.

Giving priority to customer experience. Currently, technology and digitization of services is a topic of discussion daily. Taco Bell needs to consider its customer experiences through observation of the change in their behaviors. This can be done by coming up with a system that will uniquely go hand in hand with the customers’ experience. With the digital world, things such as launching its website in Czech, customizing food menus, and expanding delivery services by partnering with giant delivery companies such as Just Eat, Takeaway.com, Delivery Hero, Deliveroo, Glovo, and Wolt, as to provide customers with a great experience.

Maximizing the use of social media. Taco Bell identified social media as a way to win customers in the US market. This can be applied in the Central European market, considering that currently, the world has a generation of individuals who spend most of their time on social media platforms. Not only will Taco Bell successfully advertise their products through social media, but they can use influencers to do it for them. Influencers can use platforms such as TikTok, Twitter, Facebook, and Instagram to show cast the products and services provided by Taco Bell.

## Conclusion.

Having identified key marketing trends available in Central Europe, it is easy for Taco Bell to have clear background information on what is expected of them. It will be easy for Taco Bell to identify the cultural aspect among the target market and develop proper marketing strategies to suit the culture. Lastly, the unique selling points need to be considered for easy penetration into the new market.

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