



# Meet the Team



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# Company

In-N-Out Burger is an American fast-food chain

- One of the most top-rated burger chains in its respective territories
- 3 main burgers on the menu



# History

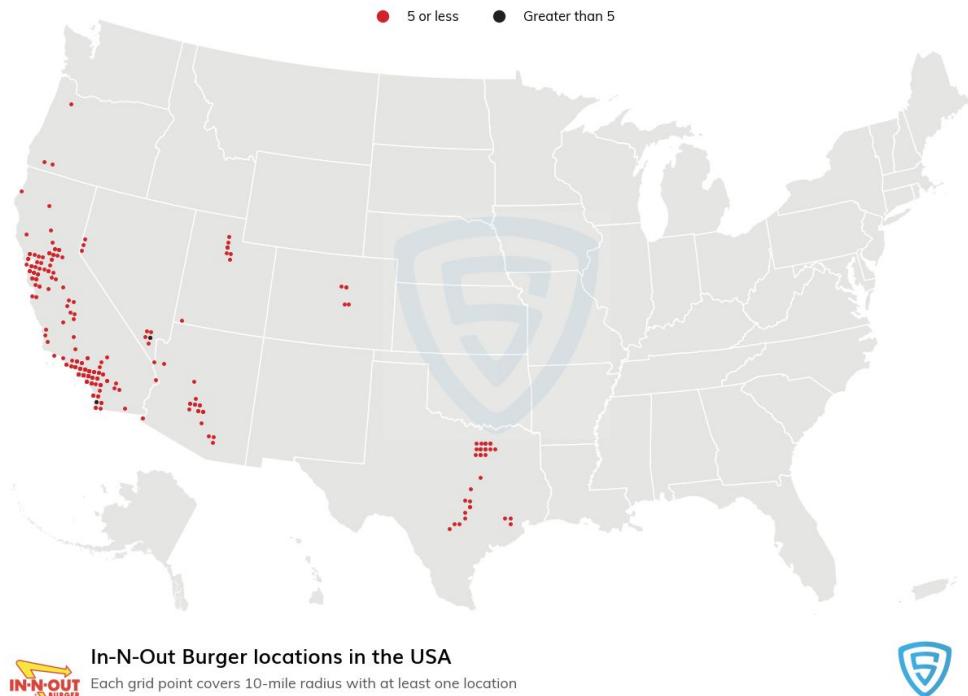
The first In-N-Out Burger opened in 1948 as a drive-thru style hamburger stand

- Owner Harry Snyder visited meat and produce markets every morning for ingredients



# Brand Image

- Exclusivity – “California vibe”
- Fresh Ingredients
  - Does not use frozen patties
- Quality over quantity



# OBJECTIVE

Satisfy the customer needs for a plant-based burger at In-N-Out while staying true to brand motto

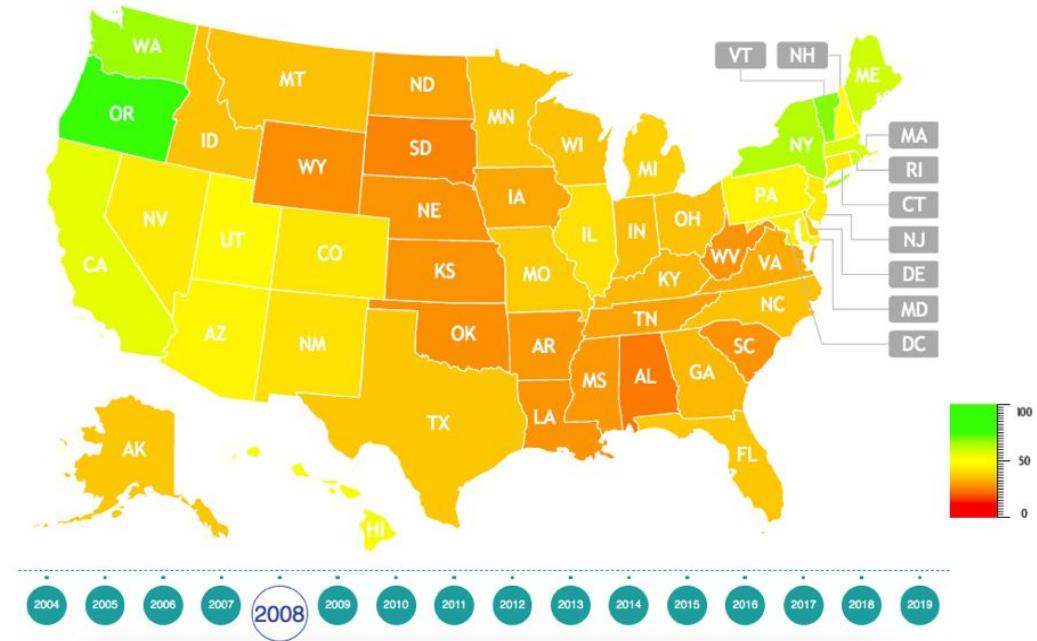
**QUALITY**  
YOU CAN TASTE®





# Market Need

U.S. retail sales of plant-based foods increased **27%** in 2020, bringing the total plant-based market value to **\$7 billion**



How Vegan is Your State? - Based on Vegan Online Searches



# Product

The Vegan-N-Out burger is a freshly made plant-based diet with realistic tasting meat



**BUN:** Dairy-free, sponge-dough



**CHEESE:** No carcinogenic animal proteins



**PATTY:** Realistic tasting meat with no additives, fillers, or preservatives



**SPREAD:** Vegan sauce with low calories

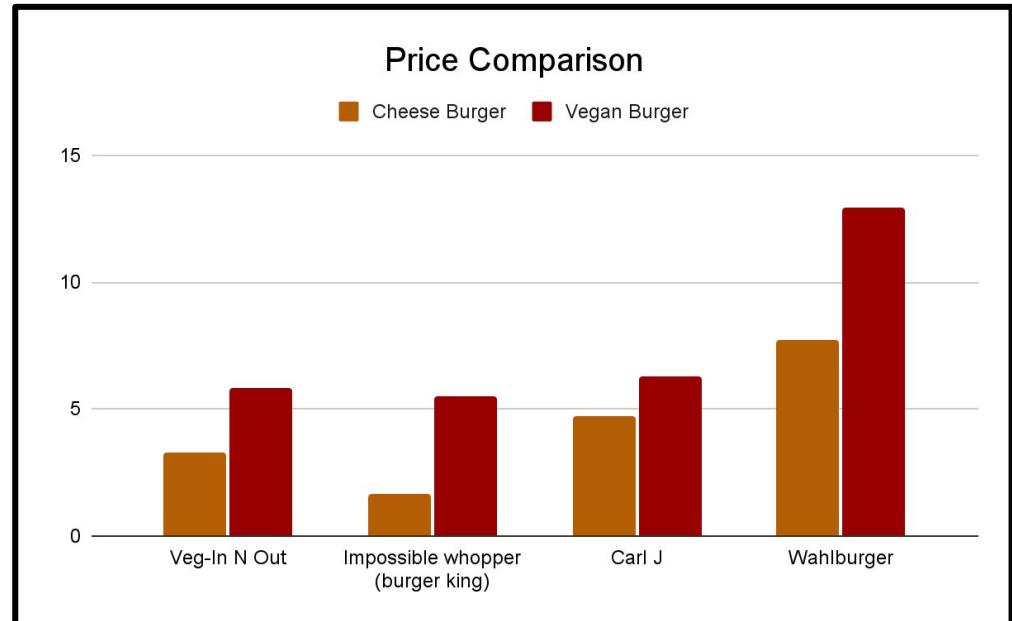


# Price

The Vegan-N-Out Burger will cost:

**\$5.85**

- \$2.55 more than the Cheeseburger
  - \$2.05 from Cost Increase
  - \$0.50 for Profit Margin



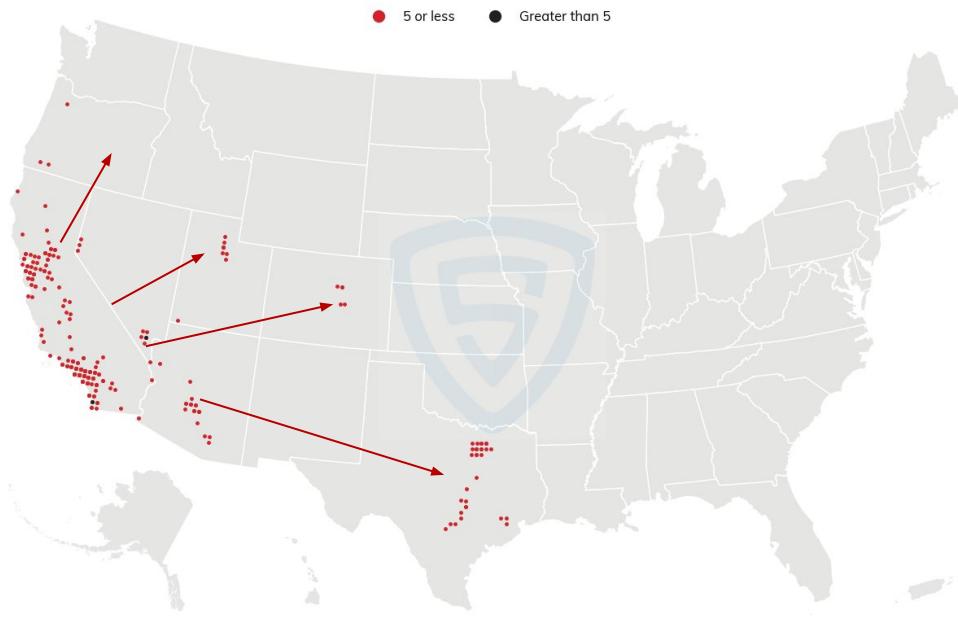
# Place

Launch exclusively in **California**

- 257 locations
- 69% of all In-N-Outs

Later expand to the other states:

- Oregon, Nevada, Arizona, Utah, Colorado, Texas



In-N-Out Burger locations in the USA

Each grid point covers 10-mile radius with at least one location

Source: ScrapeHero.com



# Promotion

## Traditional Marketing

- Billboards
- Exclusive Merchandise
- Pop-Up Launch Event

## Digital Marketing

- Social Media



# POP-Up Event

POP-Up event at the Original Store in Baldwin Park

- Serve ONLY the **Vegan-N-Out Burger** with Green packaging
  - Word of Mouth Marketing



# #vegannout

- Social media rebrand for the announcement of the Vegan-N-Out Burger
- Exclusive Vegan-N-Out Merch Collection



# SWOT

## Strengths:

- Loyal customer base
- A well-recognized brand in the US
- Affordable with good quality
- Employee centered policies

## Weaknesses:

- Limited number of menu items
- Limited number of branches

## Opportunities:

- Adding new items to the menu
- Expanding to other states and countries
- Creative marketing campaigns

## Threats:

- Other fast food chains
- Volatility of price of raw materials
- Health and environmental consciousness



# Financial Data and Analysis

**558 Million** Estimated Annual Revenue

**9.5% YOY** Growth in Sales

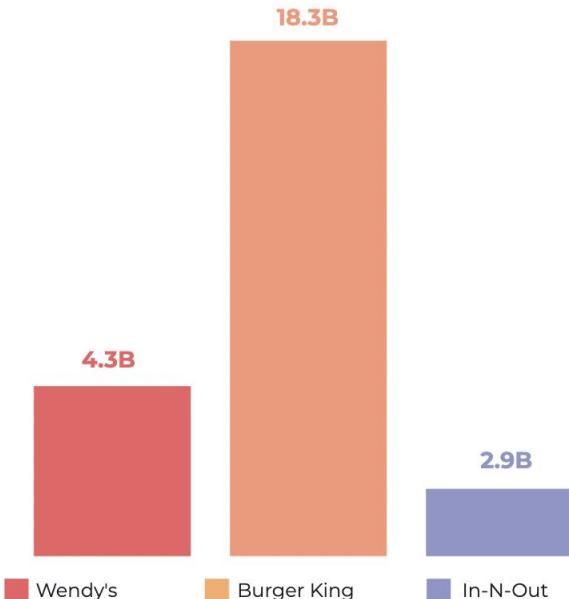
**26%** Market Share

**4.5** Million Gross Sales Per Store (as compared to McDonald's 2.6 Million).

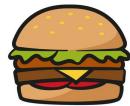
**20%** Estimated Profit Margin (as compared to Shake Shack's 16% and Chipotle's 10.5%).

**Debt Free**

**Market Capitalization**



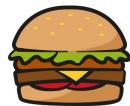
# Benefit Segmentation



Protein Style  
Athletes & Body Builder



Grilled Cheese  
Low-Calories



Animal **FREE** Style  
Indulgence and heavy taste



# Targeting

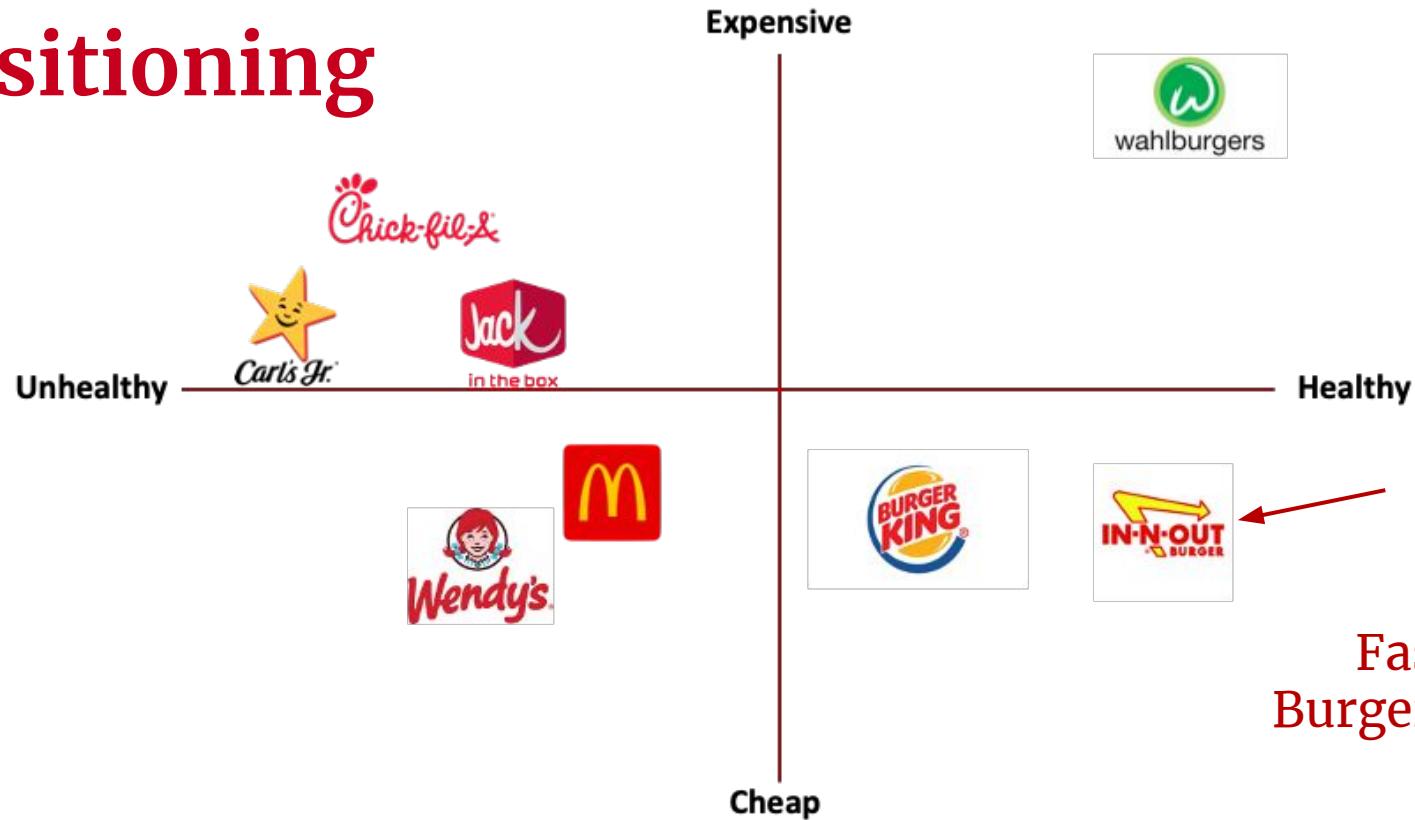


# Profitability Calculation

Market Size	2.78k
Segment Adoption Percentage	70%
Purchase	\$8/meal
Frequency of buying	10 times a year
Profit Margin	20%
Segment Revenue	31 million



# Positioning



Fast Food  
Burger Joints





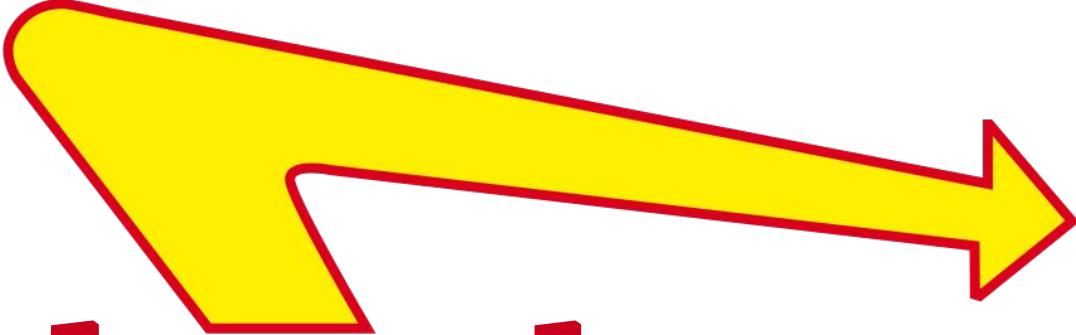
**IN-N-OUT goes  
VEGAN**





# THANK YOU





# Thank You



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# Bibliography

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- (2) Ira, Ira. "How to Compete against the Big Guys." *CBS News*, CBS Interactive, 16 June 2011.
- (3) Veix, Joe. "Lifehack: How to Smuggle an Impossible Burger into in-N-Out." *The Outline*, The Outline, 6 May 2018.

