

# Baja taco 9508 essay



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## Baja Fresh & Taco Bell

In today's increasingly competitive marketplace businesses must be very creative in their marketing strategies in order to attract as much business possible. Companies spend a tremendous amount of their budget on advertising, soliciting, marketing and selling their products and / or services. Businesses that aren't creative don't appear to succeed as much as those that produce good marketing campaigns.

Fast food restaurants are one of the most recognized businesses. It appears that at just about every major intersection you'll find some sort of fast food establishment. Which one do you select? Why did you select it? Is their food good? Was it because you found their marketing approach funny? Are your funds limited? There are multitudes of reasons why consumers solicit a particular business. I analyzed two fast food restaurants; one is an established major fast food provider, Taco Bell, the other restaurant is also a fast food provider, however, relatively new in the industry, Baja Fresh.

Taco Bell has literally become a household product throughout much America. The marketing campaign Taco Bell initiated states that half of the American population sees a Taco Bell commercial at least once a week. Their most recent marketing slogan is a talking Chihuahua that speaks Spanish. One of his more well known punch lines is Yo quiero Taco Bell! Taco Bell restaurants serve Mexican fast food. They are the largest Mexican fast food restaurant chain in America. Taco Bell does not consider itself to be fast food, they consider themselves to be quick-serve Mexican style restaurants.

Taco Bell focuses a great amount of their marketing strategies towards the younger age group. They are usually marketing their products around blockbuster movies or popular action figures, and will usually offer some sort of marketing token with many of their meals.

The food at Taco Bell is priced relatively inexpensive; however, the quality is typical of a fast food restaurant; you get what you pay for. Taco Bell is constantly producing new food items in order to attract more customers.

Competition is strong and dynamic in most markets. So it is essential for a firm to keep developing new products-as well as modifying its current products-to meet changing customers needs and competitors actions (Perreault, 281). Taco Bell continually is experimenting with new food product lines.

Taco Bell is a part of the Tricon Global Restaurants Group; one of the largest restaurant chains in the world. There are over 14, 000 Taco Bell restaurants throughout the globe. Other restaurants affiliated with Tricon Global are Kentucky Fried Chicken and Pizza Hut. Combined, there are over 29, 000 restaurants worldwide. On April 28, 1999 Tricon posted first quarter earning of over \$106 million. Taco Bell restaurants are clean, efficiently designed and most offer drive-through food pick-up provisions.

Taco Bell s marketing strategies focuses around two main issues; first of all, commitment to drive sustainable growth by focusing on the basics of marketing innovation and secondly, by emphasizing on operational excellence. Our jobs will be the best in the world for people who are

committed to quality food and satisfying customers better than anyone will (Tricon Global, 99).

Baja Fresh entered the restaurant business in 1990. During the last 9 years they have opened over 75 restaurants from coast to coast, with another 150 scheduled to open within the next 5 years.

Baja Fresh is a privately held southern California, Westlake Village, company. Their philosophy is quite a bit different than Taco Bell's. Baja Fresh does not advertise on television or radio. Their success has been by providing a quality food product line, catering to the healthier eating conscious clientele. Baja Fresh restaurants do not have refrigerator freezers, microwave ovens, and can openers or use lard on any of their products. They place a great amount of their emphasis on freshness and healthier great tasting food.

Baja Fresh provides an experience at their restaurants. Experiencing a Baja Fresh will tease the senses as soon as you walk through the door. Visually, the decor is open, bright and white and noticeably sparkling clean. The aromas are enticing, the music festive and the employees' smiles are genuine (Baja Fresh, 99). Their restaurants all have indoors and outdoors dining, without any drive-through provisions. The food is reasonably priced, prepared to order, high quality and generous portions.

Baja Fresh does not provide any frills with their meal purchases. They aren't any promotional gimmicks or super meals offered. They offer a reasonably priced high quality product that requires minimal marketing; their quality speaks for itself. Baja Fresh's customer base compared to Taco Bell is relatively the same. However, the food costs are slightly higher, food

preparation time is a bit longer and selection of menu is a slightly more limited.

In order to qualify for the purchase of a Taco Bell franchise you must serve as a manager for one of their restaurants, have a minimum of \$1, 000, 000 cash available, experienced with a good reputation in the industry. In order to purchase a Baja Fresh franchise you must have experience in a leadership role, have a minimum of \$500, 000 cash available, and experienced with operating a business.

With the present baby-boomer generation monitoring everything they consume, the Baja Fresh approach of marketing appears to have a great future. Taco Bell is also here to stay, however, you must be prepared to lower your taste standards a bit. Anytime I ask my children where they want to eat, they will specify Taco Bell at least two thirds of the time.

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