

Popeyes – college essay



**ASSIGN
BUSTER**

Part 1

Situation

Popeyes is a fast food restaurant found in Atlanta Georgia. Although Popeyes fast food restaurant is among the largest chicken restaurants in Atlanta Georgia, It faces a steep competition from other popular fast food restaurant located in Atlanta Georgia. Such restaurant include, MacDonald's, Chick-Fil-A, Roly poly, Arby's Roast Beef restaurant, Taco Bell and Great Wraps among others. In this respect, Popeyes faces a steep competition making its products infamous to the target customers.

Target profile

The population of Atlanta is very small with respect to the number of fast food restaurants available in the region. Kwate observed that in 2011 Atlanta had a total population of 432, 427. 32. 2% of this population comprises of the youths of age 19-25 years. Most of these youths are in colleges and Universities in Atlanta. On this note, popeyes would target the youth in advertising its product since the youth are the most potential customers.

What do they think now? < style=" text-align: justify;"> Popeyes is a place to purchase fast food takes away if one is in a hurry. Since most students tend to be in a hurry, popeyes is the best restaurant for them if only they get information about the restaurant and products offered.

What do they think about competition?

Some of the fast food restaurants such as MacDonald's have been in the business for many years. Consequently, they have gained a good competitive edge and their brands have achieved customer loyalty. In this respect, the competition tends to be very stiff for other fast food restaurant including Popeyes.

What you want the target to think/know about you

Many fast food products tend to be junk and may cause obesity to the consumers. However, popeyes offers healthy food products which has less than 700 calories such as chicken salad hence there is no risk of obesity condition to its consumers. Besides, Pepeyes responds quickly to customers order without discrimination.

Why should they think about this

In order to know that ppopeyes offer healthy products and the firm committed to ensure satisfaction of their customers.

What is the main message?

Get a quick served junk-free recipe.

Tone or voice for the advertising

Attractive and seductive in order to get the attention of young people.

Part 2

Print Ad 1

Headline: In a hurry? Make your take away order for quick service

Subhead: Popeyes is here to attend to all your quick orders instantly without any delay. We give customers priority before anything else.

Popeyes is a classic fast food restaurant located in Atlanta Georgia. We deal with quality chicken and biscuit products. We offer quick services and fast delivery upon placing an order. You only need to make your order. Our prices are very friendly and affordable. You don't need change your plans since we work according to your schedule.