

Introduction and letter of transmittal on taco bell case study

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Introduction and Letter of Transmittal on Taco Bell Case Study Lecturer:

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Introduction

The case study on Taco Bell Company reveals the crisis management issue of consumer brand protection and the public viewpoint towards the brand name. The company was hit by a lawsuit in which the company representatives had to respond to the media inquiries in order to protect the consumer brand. The Taco Bell brand is labeled Taco shells, which is distributed and sold under the company name known as Kraft Food Inc. Taco Bell Company encountered a food safety crisis that is a great threat to the health of human being. The company received information from their governmental agencies arguing that their grocery store might have been selling the brand containing a corn ingredient which is harmful to the public (Hall and Viola, 2003). The report targeted Taco shells, which the brand name of the Taco Bell and distrusted by the Kraft Food industry, the media as well as other consumer's reactions proved the damage of the Taco Bell reputation. This made the Taco Corporation to face the crisis of destroying brand reputation due to selling of tainted food known as Cry9c, which is harmful to human consumption. The public hold the perception that the company was selling the same product in their restaurant. However, Taco Bell has nothing to do with the manufacturing of the genetically modified corn but it is licensed under the company's brand name known as Taco shells. Although Kraft already recalls that the food was announced to be having side effects to the consumers, they still distribute and sell it using Taco's brand name. Therefore, Taco bell should take action through communicating

effectively about the crisis management. They should communicate in order for the corporate to maintain food safety standards and regulations in the restaurants; thus maintaining brand reputation.

To the Director of Company,

Taco Bell Corporation,

Avenue:

Date:

From the Consultant:

Avenue:

Dear Sir/Madam,

Subject: Letter of Transmittal on Taco Bell Case Study

In compliance with the Kraft Food Industry, the company should make effective communication in order to come up with the conclusion of payment owing that the Taco Bell is undergoing a severe threat of the brand reputation. This is because the company would be interfered especially on revenues that may decrease. This is due to brand reputation; thus, the agreement should be made on transfer of funds.

The main purpose of the letter is to inform Taco Bell Company to communicate effectively with Kraft Food Industry and solve the problem the company is facing. Taco Bell Company should also formulate and make the follow-ups of a comprehensive and effective action plan in order to address the issue of food safety. This is essential because it will help the company safeguard their brand reputation. Therefore, they should deploy efficiently corporate media response and reveal to them that they are ready to participate in food safety issues.

Thanks in advance.

Yours Faithfully,

(Signature)

(Name)

Reference

Hall, J. T & Viola, M. P (2003). Taco Bell Corporation: Public Perception and Brand Protection.

Communication and Strategy.