

Strategy memo taco bell case essay



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Taco Bell Communication Strategies And Other

Date: March 15 2017,

To: Ms. Laurie Gannon, Public Relations Director.

Copy:

From:

RE: STRATEGY MEMO TACO BELL CASE

This memo will offer strategies for proper communications with main stakeholders at a time when a firm's product has obtained a negative impression. Moreover, it will offer solutions to numerous brand license concerns.

Background:

- “ Cry9c” protein is created through the technology of Genetically Modified (GM) Foods. It is a pesticide, which is not fit for human use.
- Taco Bell shells have been found to contain “ Cry9c” in their products.
- Contaminated Taco shells were created and distributed by Kraft
- Several organizations, NGOs, and governments are pushing for the ban of GM Foods.

Discussion

Of course, using “ Cry9c” goes against the regulation since it is not fit for human consumption. Its use; therefore, poses health dangers to those who consume it. The separation of Restaurants/Franchises made it hard for Taco Bell to have knowledge of the Kraft’ manufacture process leave alone immediate recognition of the problem.

Recommendation

For a better future Taco Bell needs to do the following:

1. It should separate Franchises or restaurants
2. It should establish oversight into future licensing agreements
3. It should offer a distinct list of suppliers
4. It should have a complete food inspection or evaluation conducted by an authorized agency.
5. To avoid a future occurrence, Taco Bell should establish collaborations with external bodies like USDA, EPA, and FDA.

Other Actions

Taco Bell should come up with a crisis communication plan where senior management team calls for a debriefing meeting. The Board of Directors also needs to meet within 24 hours. Further, it needs to call for a press release where it communicates with media, and other external news outlets where it clears the air on the controversy surrounding the firm.

References

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