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Business and Society: Strategic Marketing Discussions

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Discussion 1

Chipotle Mexican Grill, Inc., sometimes referred to simply as Chipotle, is a U.S. fast-casual eating place with locations in America, Canada, Germany, the United Kingdom, and France specializing in Mission burritos and tacos cooked to order. At the same time, diners observe (Shahbani, 2019). The best approach for Chipotle's marketing strategy, in my opinion, would involve making use of Search Engine Optimization tools in their website so that it pops up at the top of searches when people search for restaurants near them. Additionally, they should add their organization in Google my Business listing to enhance the chances of people locating their restaurant. The second strategy would be email marketing. They can send emails to loyal clients informing them about discounts and offers or send clients personalized offers that attract them. Thirdly, the organization can strengthen its online presence through social media marketing using paid advertisements offered by these platforms, collaborating with influencers and food bloggers who can write good reviews about the restaurant. Another strategy is partnering with food delivery Apps. This strategy will assist the organization during these current times since people are limiting physical visits to restaurants.

Discussion 2

After analyzing McDonald's sales force strategy, I discovered that the organization turned to platforms that facilitate involvement at all stages, from marketing to social media and mobile use. Simultaneously, these platforms are intimately connected with the rest of the business, bringing everything collectively as part of a cohesive system. According to a recent Internet, trends survey issued more recently, consumers spend just 4% of their time in print but spend

18% of their advertising budget on print media. Meanwhile, consumers spend 24% of their time on mobile technologies, yet just 8% of advertising dollars are spent on mobile initiatives (Szwajca, 2017). Therefore, the data above presents the first opportunity suggesting that online media advertisement would be more effective leveraging new cross-channel promotion using salesforce's social supervision platform. This would enable Chipotle to influence actual individuals on a large scale across many devices and platforms, thus improving the sales force's effectiveness. Another opportunity this phenomenon presents is that the organization will capture their clients' data, thus understanding their preferences. As a result, my recommendations to increase sales force effectiveness are using social media marketing and retaining clients.

Discussion 3

I believe that Chipotle's approach towards managing the outbreak of E. coli, norovirus, and salmonella was the correct strategy at the time because consumables are a sensitive topic, and such incidences scare consumers and lead to loss of trust. Therefore, Chipotle did the right thing by collaborating with food safety experts to determine a comprehensive food safety program that would decrease the risk of illnesses at its farms, during the supply chain, and eventually to the restaurants as it needed to win over the hearts and trust of their clients again. At the moment, it was the only solution available. Moreover, issuing promotional offers for discounted or free food will almost guarantee that clients will come back even though a lot needs to be done.

I believe there is no other suitable strategy that Chipotle would have implemented to deal with the issue. Therefore, retaining all restaurant workers on wellness and food safety protocols will ensure that their standards are back to the desirable levels, thus attracting their clients back.

Discussion 4

Chipotle's diverse workers rate the firm 76/100 in numerous cultural classifications, putting Chipotle in the uppermost 15% of establishments with 10,000+ Workers. The diversity score reveals how diverse workers feel and rank their professional familiarity at Chipotle across several cultural dimensions. Therefore, if I were to start a business that necessitated me to employ new staff, diversity would be a precedence because building a diverse staff is not only the ethical thing to do, but it would also be a terrific method to boost the company's performance. According to research, diverse and inclusive firms beat their homogenous counterparts in terms of creativity, employee retention, talent recruiting, profit, and various other business measures that lead to long-term development, which are also important considerations that should be listed. Listing the considerations would be important because it would assist staff members, shareholders, and clients to have a better overall experience.

Discussion 5

Chipotle forbids its suppliers from participating in or condoning bribery, document falsification, collusive tendering and price manipulation, or unfair trade activities and must cooperate fully with the Foreign Corrupt Practices Act and associated rules. In addition, suppliers must follow laws that prohibit prejudice in recruiting and hiring conditions based on race, color, faith, sex, age, physical capabilities, nationality, gender identity, sexual orientation, or any other relevant factor. Suppliers must also follow rules that prevent illegal harassment and retribution. Suppliers are also required to certify responsibly raised meats. All ingredients are GMO-free and organic as part of their food with integrity pledge, which is done through a separate certification procedure.

If I were to create this code for my company, I would assemble a team by first assessing the company's supply chain, then consulting my suppliers and other organizations operating in the industry. The insight collected would enable me to form a committee comprising members from the procurement team, the suppliers, and a few representatives from the executive. The committee would work under my supervision and the executive representatives.

Discussion 6

Chipotle conducts outreach program fundraisers that assist students, such as stem launch k-8 school in replacing old equipment and warren tech school or buying parts to build their race cars projects. Their participation in this event aligns with their stance as a business in the community. They serve their Mission to serve cuisine honestly, which is part of their commitment to selecting the most significant ingredients farmed with compassion for animals, the environment, and farmers. Chipotle is a triple bottom line corporation because it prioritizes people, the ecosystem, and economic consequences and extends this through its corporate social responsibility. Furthermore, the company's involvement in this outreach activity aligns with its Mission, Values, and vision because they support the local community while treating people right, thus cultivating a better world, which is among their values.

The organization gains a positive reputation through these events because it demonstrates that they care about the community and its clients. Such events bring the community together to know the gains that come as a result of the events. Consequently, the organization receives better media coverage, community reviews, and advertising, thus improving its image.

References

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Szwajca, D. (2017). *The Role of Social Media in Corporate Reputation Management: The Results of the Polish Enterprises*. Foundations of Management, 9(1), 161-174.

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