

# Introduction Of Taco Bell To Hungary - , Eduardo Alvarado

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Concerning the task to launch Taco Bell in Hungary, we found good reasons to introduce it in Hungary. The research showed, that the Hungarian fast-food market is with a market size of 33.6 billion HUF big enough; for example, Hungarian families go out once a month in average. Furthermore, Hungarians have already an image in their minds of Mexico and Mexican food, like spicy food in general and Mexican food particularly. Additionally, we have the infrastructure of our brand -family 'YUM' already in Hungary. This is a tremendous advantage, because we can use the experience and the network in the Hungarian market. On the one hand, we want to maintain the global character of the brand. But on the other hand we want to emphasize, that we recommend some changes to adapt Taco Bell to the Hungarian conditions and the market. We will position Taco Bell in the Hungarian fast-food segment, but we do know that eating out of home is something really special for them; they are not only concerned with time and money saving, but also they are looking for a good sensation and experience. This is interesting, because in many Western European countries it is exactly the opposite. Our target group consists of students, business people and families, who take part in the new middle class. Their income is increasing and they are world open, so they want to try out new things, for examples from Latin America. We try to fulfill this Mexican image. But to adjust on the conditions, we want to offer beer and paprika-based sauce as an additional option, design the store like the Hungarian image of Mexico and use home-delivery-service and one 24h-restaurant. The promotional mix emphasizes sales promotions in dating -parties, because we can catch trails and try to find channels like the 'Pestiest' to reach our target group. Furthermore, we want to stress the image of being new, world-open and Mexican. Concerning the price we want to orientate on the competitor-conditions and undercut it, because the Hungarians are very price-sensitive. Finally, the product will be profitable, because with eight stores and 5% market share we can reach the average sales for a Taco-Bell-store. Furthermore, the about necessary 500 customers per day are reachable.

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