



---

**The Profit Elfs**

# **Product: Shirley Temple Slushy**

---

## i. Description of Product

The Shirley Temple Slushy is exactly what it sounds like. It is the original all-American drink that is beloved by so many, with a twist. It would be even more appealing during the summer when everybody is looking for a cool drink. It would come in three different sizes. There would be a child's size, a medium, and a large. We think that a size small would be unnecessary, considering us already offering a child size. Shirley Temples have 157 calories per 8 ounce servings. It has zero fat and 41 grams of sugar and carbs.

## ii. Marketing Analysis

1. The company is doing very well. The stock prices are going up and they are at a percentage of .13% at this moment. It is one of the largest fast food companies with 35,000 restaurants in over 110 countries. The company has experienced tremendous growth overseas. The company also made China its own division in 2005 due to its overwhelming and rapid expansion. It is now the dominant QRS company in mainland China with over 2 times as many restaurants as McDonalds.

2. There have been some challenges in the fast food restaurant as of late. In recent years some have noticed a profit margin. This is mostly due to the increased focus on the quality of food instead of just the price. People have realized that the processed food is high in fat and salt. This has led to a higher BMI in lots of people. The good thing is that fast food restaurants have responded by providing healthier options to the consumers. This has led to a bounce back from the fast food industry.

3. Our target market would include three types of people. On the last day of school we would be targeting all of the students in district 6. Most of our customers would probably be 15-18 year olds coming from the high school. They will be wanting to celebrate and will be getting out of school early. The children from the other schools will probably be asking their parents for a reward on the last day of school. The parents might want to reward their children for their good grades and such. When the parents get their child a drink they might want to try the drink themselves. So our three target markets would be 5-12 year olds, 13-18 year olds, and 30-45 year old parents.

#### 4. Competition SWOT Analysis

##### McDonalds

###### Strengths

- Largest fast food company in the world
- Huge advertising budget
- Partnership with best brand names

###### Weaknesses

- Bad reputation regarding health
- Unhealthy Menu
- Low differentiation

###### Opportunities

- Home Delivery
- Demands for healthy foods\
- New customer groups

###### Threats

- More people eating healthy
- Other fast food chains
- Lawsuits

##### Burger King

###### Strengths

- Huge Brand Name
- Unique food choices
- Large Sizes

###### Weaknesses

- Menu is unhealthy, won't appeal to health conscious people
- Doesn't advertise very well
- Not a huge international appeal
- Franchise management

### Opportunities

- Home delivery
- More advertisement
- Product improvement
- New branches and outlets

### Threats

- Competitions between other fast food restaurants
- Healthy conscious people
- Inflation

### Taco Bell

#### Strengths

- Popular brand name
- Has a healthier fat free recipe, which could lead to a healthier menu
- Hygienic Food and quick service
- Good advertising

#### Weaknesses

- Unhealthy menu
- Franchise management

#### Opportunities

- Home Delivery
- New markets
- New health friendly flavors could be introduced

#### Threats

- Competition from other fast food restaurants
- Healthy eating trends

6. One of the workers at Taco Bell says that their slushies' are a big hit. He said he thinks that adding another flavor to the menu would be great! He would like to try a Shirley Temple slushy. We believe that many other people, specifically our target market, would feel the same way.

### iii. Business Proposition

1. Mission Statement: It is our mission to make Taco Bell a larger profit while adding more fun to the last day of school for the students of District 6.

2. Our marketing plan is to get as much publicity as possible. We want to get permission from the schools to have fliers put up all around the schools. We would advertise our product on adult swim around 11:30 and on Nickelodeon at 4:00. To advertise to the mothers we would put a commercial on some cooking channels like Racheal Ray and other shows like Ellen De'generes. We believe that all of our target markets would then be exposed to our product and promotion.

3. Our goals are to have more people know about our new product, our promotions, and to double the amount of costumers we get each day. We also want to attract people but mostly teenagers 13-18, kids 5-12, and adults 30-45. Our long term goal would be to have enough spare money to make new products and to advertise more so that not just our new products would sell but also the products that we have at our restaurant.

4. Our target market is kids 5-12, teenagers 13-18, and adults 30-45. The reason our target market is kids, teenagers, and adults of those ages are because they are the ones who mostly like smoothies, coffee, slushy's, etc.

5. Our value added is having competitions or promotions. An example of one of our competitions would be, being able to win a free meal. Our value added could also be the day we choose to do the promotion. Since we are releasing the product on the last day of school, we will be adding value to the product.

### iv. Strategies and Marketing Action Plan

#### 1. Product Positioning

The new product, Shirley Temple Slushy, is a cool drink targets for the customers under age 45. There will be three different sizes offer to the customers: child, medium, and large. Considering health problem, there will be

two types of Shirley Temple Slushy, one type with sugar and the other type is sugar free. There will be a variety of different flavors offer to the customers.

## 2. Price

Prices will differentiate base on different sizes and different types. The prices of all the different flavors will be the same. Considering healthy food is more expensive than regular food in common situation, Shirley Temple Slushy will make that different. The sugar-free slushy will be less cost than the slushy with sugar.

<b>Size</b>	<b>Sugar</b>	<b>Sugar-Free</b>
<b>Child</b>	<b>\$ 2.50</b>	<b>\$ 2.25</b>
<b>Medium</b>	<b>\$ 3.25</b>	<b>\$ 3.00</b>
<b>Large</b>	<b>\$ 3.75</b>	<b>\$ 3.50</b>

## 3. Place

Shirley Temple Slushy will be sold in all Taco Bell restaurants in Oregon this summer. Taco Bell will start to sell this new product on June 10, when summer holidays begin for all students.

## 4. Promotion

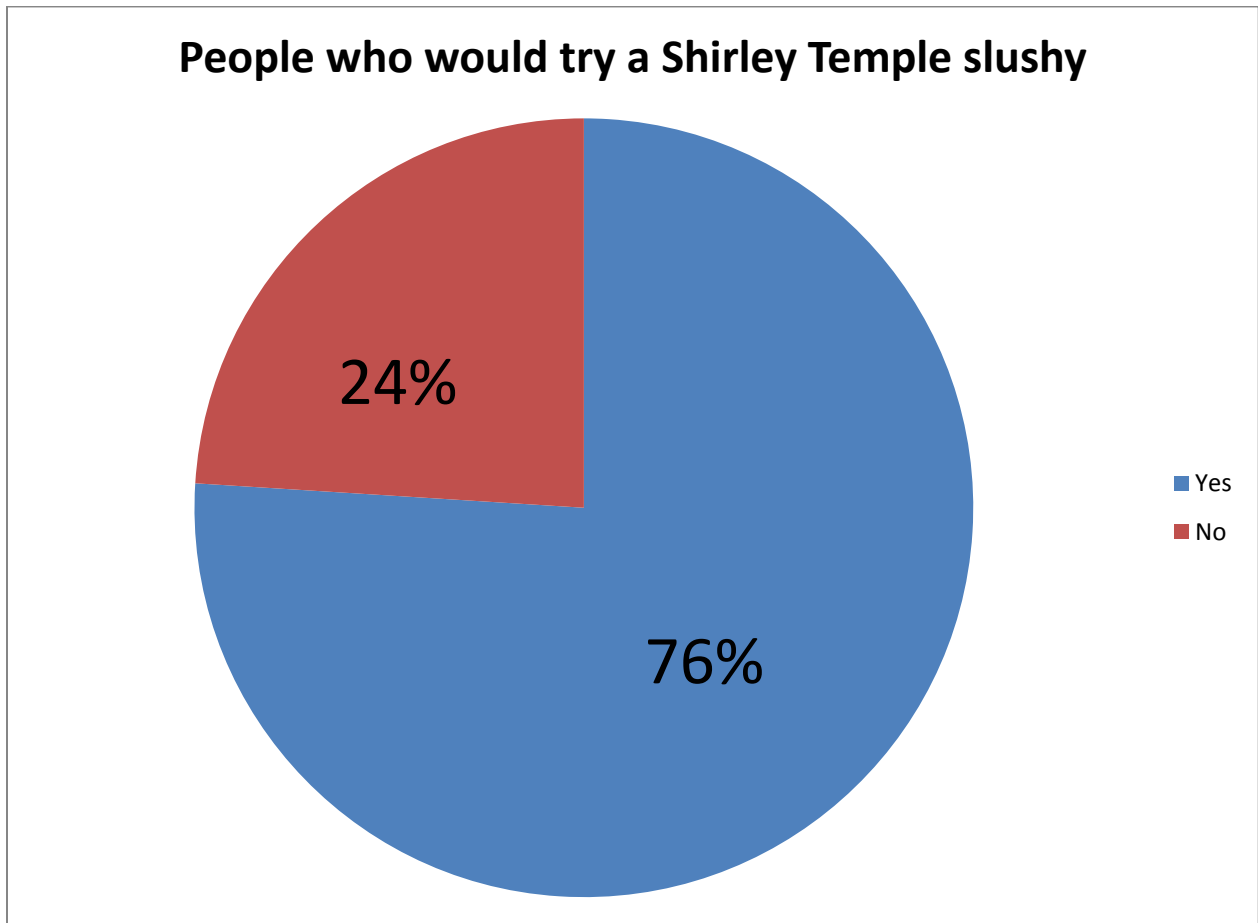
Promotion should begin one month prior to the first sale, so the target market will know the information about the new product including when is the first sale. For attraction, Taco Bell will offer an opportunity to the every hundredth customer who purchases the Shirley Temple Slushy with a free meal at any Taco Bell restaurants in Oregon within three days begins with the first-day sale. Taco Bell will also offer coupons to customers for advertising, which the customers will receive a free Shirley Temple Slushy after they purchase more than twenty dollars.

### **Promotional tactics include:**

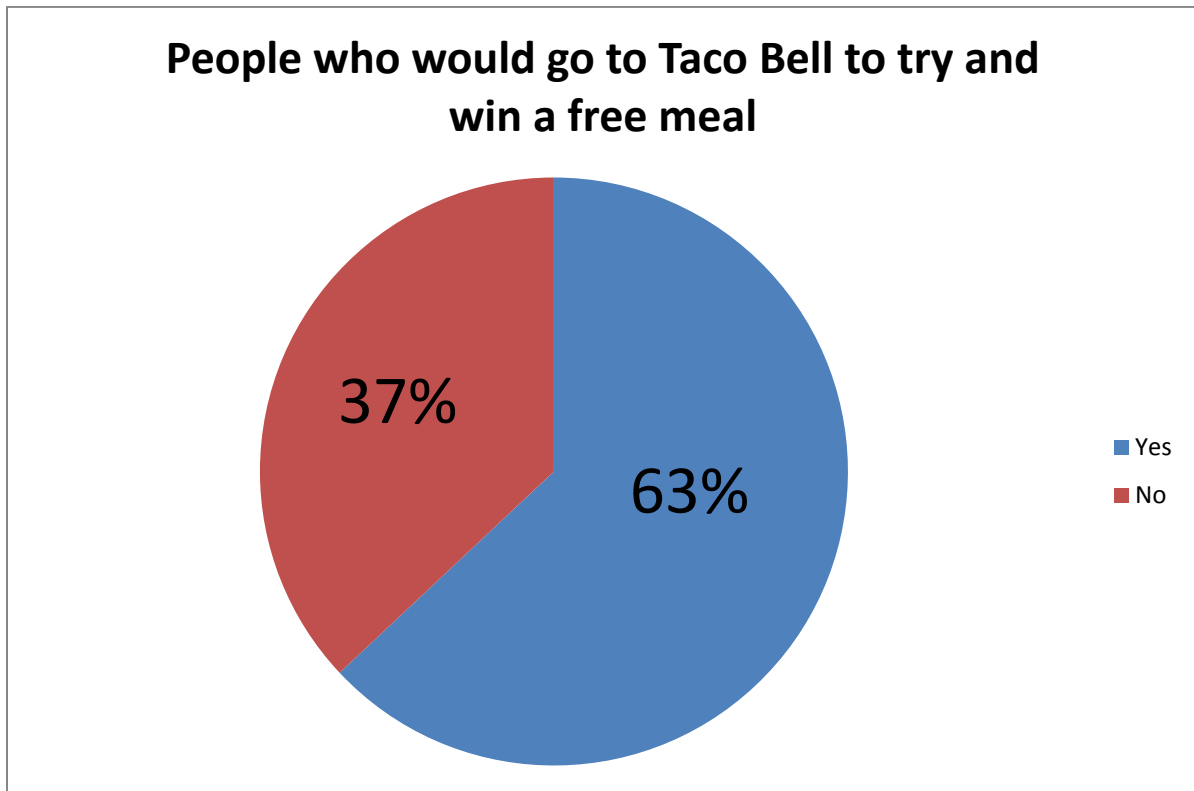
1. Teen magazines (Teen Vogue, J-14 etc.)
2. Flyers
3. Radio advertising
4. Ads on television
5. Existing web and Facebook
6. Twitter notification

v. Graphs- Our graphs are taken from a survey that was given to both students, teachers and parents.

1. Relating to the question, “Would you go to Taco Bell to try a Shirley Temple slushy?”



2. Relating to the question, “Would you go to Taco Bell just to try and win a free meal?”





Name \_\_\_\_\_

1. How old are you?

14 or Under

15-17

18 -30

Over 30

2. Are you a male or a female?

3. How often do you buy a slushy/smoothie every month?

4. Where do you buy them? (Fast food restaurant, store, ect.)

5. Why do you choose to buy them from this place? Mark all that apply

Healthy

Cheap

Accessible

None of the above

6. What is your favorite flavor? (More than one can apply)

Cherry

Raspberry

Blue Raspberry

Watermelon

Banana

Apple

7. Would you go to Taco Bell to buy a drink if you know you could win a free meal?

8. Do you ever eat at Taco Bell?

9. Why or why not?

10. Would you go to Taco Bell to try a Shirley Temple Slushy? (yes or no)

**NEW!**



**Shirley**

**Temple Slushy**



**TRY OUR**

**NEW!**



## Evaluation

1. We hope to increase the profit of Taco Bell by at least 10% by August. We hope to have a lot of high school students coming to Taco Bell more often during the summer to try out our new product. We believe that once they try the Shirley Temple slushy they will want to drink it more during the summer. Our other promotional piece will help also because people will be coming to Taco Bell just to try and win a free meal.
2. We will know if our plan was a success by comparing the 2014 winter profit to this summers profit. We will also see if our three kinds of target markets will respond to products like the Shirley Temple slushy in the future.
3. If our plan is not a success we can do away with the Shirley Temple slushy and try a different flavor. Failure is highly unlikely however because of the several parts of promotional pieces we have.