Response Discussion   
Institution Affiliation  
Date

The rationale behind meeting some of the industrial competition inevitable is through adopting a competitive strategy that gives you a winning bounty against ardent competitors. This categorically involves the 4Ps with price being of the most sensitive element in the marketing mix (Meyer, 2015). Therefore filtrating in the Loyalty ticket programs into the system is one additional value to Chipotle Restaurant strategy. The industry seems to have exhausted avenues for profit increment with focus directed toward giving value addition to customers. Yes, we agree with the fact that it also acts as a common denominator to Restaurant objective of profit making but it holds fine fabric of parity value addition. In my opinion, favorable pricing policy and customer appealing vicinity create a high chance for Restaurant to raise its ranks of possible tip and E-card subscription. Equally, I’d suggest intensified research and development to cover wide outlet networks as it will open expansion schemes for the restaurant. In fact, it will trigger diversification and offshore investments which show the possibility of success due to adequate suppliers geographical spread.

The major boost of this industry is extended focus on value addition and not money ideally to ensure high customers sustenance. Equally, in the event new development or breakthrough, it is wise for such to be right-patented. It is one of the strategies that create a unique culture and addresses the “what if” and “why” question when customers are left with the choice of preference. Additionally, delivery and distribution network should not be stalled whatsoever. It means the project must instigate key measure to ensure market deficiency is not experience. This means that procurement program should align its calendar with due diligence as for any chain breakage there is a high possibility of a market shift to other competitors (Burke, 2013).

One of the pitfalls of this project is the element of customer change of stance especially when Restaurant raises the fee to meet some of its contingency plans. Even though we are in pursuit to make a profit, new developments often are greeted with high-cost measures. Possibly one can lose a good percentage of the customers (McDonald, 2016). Therefore, interactive discussion and online site update creates a positive engagement and probably give the best rollout program for the restaurants. It also prepares customers psychologically on the possibility of either price change or shift market mechanism or when deployment of new brands is to be made. Therefore, I agree that fee charges are inevitable and have to be covered in the budget.

References

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