Chipotle Business Plan Analysis

Institution Affiliation  
Date

***Introduction***

Restaurant service industry is one of the emerging businesses which have been revolutionized through technology to retain a wide clientele base and provide lasting satisfaction to customers. This has crippled many industries which are not able to meet market demands to stay relevant in the trading frontiers. Chipotle Mexican Grill is one of the service industries that go through industrial inevitable. Therefore this has necessitated instigation of pre-plan and post plan procedures to streamline it recourse towards achieving maximum profit.

***The Strength of the Chipotle Mexican Grill***

The stem to beat cost and competition is to automate system process which softens the possible lags in the delivery of service in the industry. This involves interchangeable patterns of company suppliers with a resolute program on agreed time and calendar of delivery of raw food supplies to the restaurant. Equally, investment in technology provided easy innovation through automation process whenever production is intended to be increased. This entails a system mechanism that uses Just-In-Time approach to determine the stock leads and reorder levels for constant continuity of operation without a stall (Burke, 2013). The chipotle Restaurant automated budget plan forecast gives it an upper edge as it works within time limits which are an essential key element in the service industry. This means reducing the amount of labour time wastage with adequate control on quality index attached to service products. Equally, it creates a wide expanse of the customer base with the integration of marketing strategy of discounted prices for loyalty tickets at lower cost.

The artistic design that provides fulfilling corporates culture gives the customer a lasting occasion with free and open space that allows easy working. These are some of the intangible benefits that spawn its high preference in market service industry frontiers. A business plan that addresses key issues pertinent to favorable pricing structure to its customer has the ability to capture a wide profit margin index.

***The weakness of the Chipotle Mexican Grill***

In every sector of the service industry, there are immanent peripheral drawbacks that regularly hit the industry, resulting in low turnout in the expected profits. A good example is a competition from a small but affluent industry that comes up with long lasting ambiance to the customers. However Chipotle Restaurant plays in a high market niche probably regarded as a top-end level, it still faces competition from other effluent restaurant service industry which integrates high sensor mechanism to detect some of their quality product delivery to their outlets market segment. Additionally, the profit margin index does not have the capability to suffice the cost analysis on the deployment of the drone which monitors their delivery (Shrivastava et al., 2015). Equally, a wide cost expense is incurred in transportation, acquisition and procurement plans especially from reliable and expensive suppliers who live up to the budget demands. This ranges from experts engineers and research and development instigated to widen clientele base. Deployment of digitized mechanisms of service industry sometimes comes with hefty budget allocations which drain Chipotle lots of money. This entails the possibility of callbacks from their suppliers which offsets their calendar especially when they opt to outsource from other suppliers. In fact, it can drain restaurant millions of profit thus a reliable system of the adequate supply chain is necessary.

***Recommendation***

To stay relevant in the service industry one requires a definitive strategy of addressing some of the weakness that hinders growth. For instance, to avoid competition surge, keeping abreast with technology helps marrow-in adequately into customer preference. It is seen to acquire wide customer base and encourages customer loyalty. Equally, a good structural organization hierarchy help avoid friction which can possibly lead to the resignation of the top board members who can siphon potential secrets that makes Chipotle Restaurant loose industrial competitiveness. Adopting a culture of problem-solving and the optimal flexible decision to address customer preference will close the possible gaps brought through discussion platforms. Lastly, financial sponsorship in their tech investment will help them easily monitor their operational activities and identify possible sectorial deficiencies. In a big restaurant such as Chipotle Restaurant, there are imminent issues pertinent to Structural Hierarchy of the organization which can be a scab to efficiency in duty delegation beside communication (Harper, 2015). Therefore to spur growth and competencies, expertise individual should be holding positions based on the skills, competency, and experience. This will help iron out possible leakages to potential secrecy culture of the company leading to a huge downturn in the company success.

References

Burke, R. (2013). *Project management: planning and control techniques*. *New Jersey, USA*.

Harper, C. (2015). *Organizations: Structures, processes, and outcomes*. Routledge.

Shrivastava, A., Anupam, K., Sharma, P., & Sharma, S. (2015). Lean Co-Creation: Effective Way to Enhance Productivity. *MATTER: International Journal of Science and Technology*, *1*(1).

In response to your peers, critique other students’ evaluation of their business implementation plan and recommend changes to strengthen it. Ask probing questions to challenge your peers to deepen their analysis and justification of their own ideas. (You can write 2 paragraphs does not have to be extensive)

I have attached my Business plan as well as a Peers.