

Barney's Goes Bermuda

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While on vacation in Bermuda, you dined in many of the local eateries, sampling the local cuisine. On your flight home, you realized that you didn't visit any of your traditional fast food outlets, such as McDonald's, Burger King, and Wendy's. In fact, you don't even remember seeing any of these outlets! Since you are the marketing manager for Barney's Burger Barn back home, you decided that this was a wonderful opportunity for your company to investigate. Just think about all of the tourists from home who would welcome a taste of home while on vacation.

When you got home, you decided to develop a marketing plan to tap into this unfilled market. Of course you would have to determine the size and nature of the potential target market, and you had to determine whether or not a modified menu would be more appropriate than the menu traditionally offered by your company, so that you could attract many of the locals, as well. And, of course, you would have to do a complete corporate resource and environmental analysis before developing your strategy.

Focus: External environment analysis [CERTS - competition, economic, regulatory, technological, social (culture, political, etc.)], corporate resource analysis, target market, marketing planning.

Questions

1. After carrying out appropriate research (library, Internet, etc.), describe the nature of your marketing plan to tap into this unfilled market.
2. What is your decision with respect to this market? Why?