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Chipotle Keizer Station

Salas, Laura Purdie

Chipotle Keizer Station:

A case study of Chipotle Mexican Grill. What are the key factors for the competitive success of the company?

Joe Wessh,2019-08-13 Essay from the year 2019 in the subject Business economics Business Management Corporate Governance grade 4 6 University of Toronto language English abstract Despite the industry within which a company operates there are various key success factors that enable a company to survive and develop Key success factors are an essential part of the company s competitive success and it is this important that the company pay a considerable attention to them The elements of a company must correspond with the key success factors required in the industry in order for it to survive and grow As far as the case is concerned the fast casual restaurant industry is heavily competitive making it hard for most of the restaurants to survive and remain successful Six major rivals Burger King Corporation Jack in the Box McDonald s Wendy s Group Starbucks and Yum Brands occupy about 40 percent of the market The remaining 60 percent consists of smaller competitors such as Panera Panda Express and Chipotle Mexican Grill Each competitor offers distinguishable products aligned with their core capabilities Hence the intense threat of rivalry in this industry requires restaurants to be distinctive and innovative so that they can achieve a competitive edge Those restaurants that are unable to maintain a constant competitive advantage end up failing Chipotle Mexican Grill Russell Walker, Greg Merkley, 2017 By any measure Chipotle Mexican Grill was a success story in the restaurant business It grew from one location in 1993 to over 2 000 locations by 2016 and essentially created the fast casual dining category Its stock appreciated more than 1 000% in the ten years following its 2006 IPO However after more than 20 years without a major reported food safety incident Chipotle was revealed as the source of multiple outbreaks of illness from norovirus salmonella and E coli that sickened nearly 600 people in 13 states in 2015 The company closed stores spent several months under investigation by the U S Centers for Disease Control and Prevention CDC and other health organizations and faced a criminal investigation in connection with the incidents After a much publicized closing of all of its stores on February 8 2016 and numerous changes to its food sourcing and preparation practices Chipotle tried to win back customers with dramatically increased advertising and free food promotions However on April 26 the chain announced its first ever quarterly loss as a public company Same store sales for the first quarter were 29 7% lower than in the previous year Operating margins fell from 27 5% to 6 8% over the same period and the company s share price was down 41% from its summer 2015 high Chipotle Mexican Grill Salas, Laura Purdie, 2025-11-12 Does the thought of a warm tortilla wrapped around steak beans cheese and sour cream make your mouth water Then you re ready to learn about Chipotle Mexican Grill one of the biggest Mexican food chains in the United States Discover how the company started in Denver Colorado Find out what item is only on the secret menu Then read the rest of the Favorite Food Franchises series for more fascinating facts Fast-Food Mexican Restaurants Source Wikipedia, 2013-09 Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online Pages 22 Chapters Taco Bell Chipotle

Mexican Grill Del Taco Taco John's Taco Cabana Taco Bueno Mighty Taco Taco del Mar Qdoba Mexican Grill Moe's Southwest Grill Rubio's Fresh Mexican Grill Naugles Taco Time El Pollo Loco Zantigo Pup N Taco Jimboy's Tacos Taco Mayo Amigos Kings Classic Taco Tico Maui Tacos Green Burrito Excerpt Chipotle Mexican Grill Inc NYSE CMG is a chain of restaurants in the United States United Kingdom and Canada specializing in burritos and tacos founded by Steve Ells in 1993 and based in Denver Colorado The name derives from chipotle the Mexican Spanish name for a smoked dried jalapeno chili pepper The restaurant is known for its large burritos assembly line production and use of natural ingredients The company has released a mission statement called Food with Integrity which highlights its efforts in using organic ingredients and serves more naturally raised meat than any other restaurant Chipotle is one of the first chains of fast casual dining establishments From 1998 to 2006 McDonald's Corporation owned a majority interest in Chipotle which it fully divested in 2006 The company currently has more than 1000 locations with restaurants in 38 states Washington D C Toronto Ontario and London England Its net income in 2010 was US 178 million and it has a staff of 26 500 employees The first Chipotle near the campus of the University of Denver Founder Steve Ells attended the Culinary Institute of America in Hyde Park New York afterward he became a line cook for Jeremiah Tower at Stars in San Francisco California There Ells observed the popularity of the taquerias and San Francisco burritos in the Mission District In 1993 Ells took what he learned in San Francisco and opened the first Chipotle in Denver Colorado in a former Dolly *Chipotle Mexican Grill Inc. - Case Study* Daniel Krier, 2014-12-15 Dan Krier reviews Chipotle's current business strategies and vision He then uses that information to make strategic recommendations for the company's future **Chipotle Mexican Grill's Food Crisis Conundrum** Jessica C. Murray, Hyun Jeong Kim, 2020 Chipotle Mexican Grill is a popular quick service style restaurant chain which specializes in Mexican style food The first Chipotle was opened in 1993 by Chef Steve Ells in Denver Colorado Chipotle rapidly expanded and currently has more than 2 000 locations across the United States According to their website Chipotle is proud to utilize fresh ingredients and serve good food fast instead of fast food Chipotle is a publicly traded company and was first introduced to the market in 2005 In late August and early September 2015 Chipotle experienced a Norovirus outbreak in Boston as well as a Salmonella outbreak in California Although these initial food crises received media coverage they did not appear to cause a drastic drop in Chipotle's stock values However just a few months later in late October there was a widespread outbreak of E. coli O26 Cases related to this outbreak were found in Washington Oregon California Delaware Kentucky Maryland Minnesota and Oregon The majority of cases were centered in Washington and Oregon but genetic testing by the Centers for Disease Control and Prevention CDC showed that all cases were related A total of 55 illnesses were reported for this outbreak 21 of which required hospitalization CDC 2016 In early November Chipotle voluntarily closed all 43 restaurants in the Seattle and Portland market areas in reaction to the outbreak Signs were posted on the doors of each location notifying customers of the closures all restaurants reopened by the end of November Peterson 2015 Washington State

Department of Health 2015 Centers for Disease Control and Prevention 2016 U S Food and Drug Administration 2016

Chipotle Mexican Grill, Inc Syvia Banda,Fable Moon,Bradley Wise,James S. O'Rourke,2016 In late 2015 Chipotle Mexican Grill experienced a large scale food safety crisis The companys restaurants were identified as the source of an E Coli outbreak that affected 14 states and led to more than 20 hospitalizations Known for its Food With Integrity initiative and having experienced a decade of explosive growth the companys livelihood was being threatened by the design of its own supply chain Customers were scared and the issue had attracted the attention of investors regulators and the national news media Chipotle needed to respond

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