



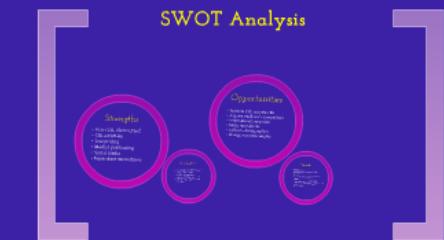
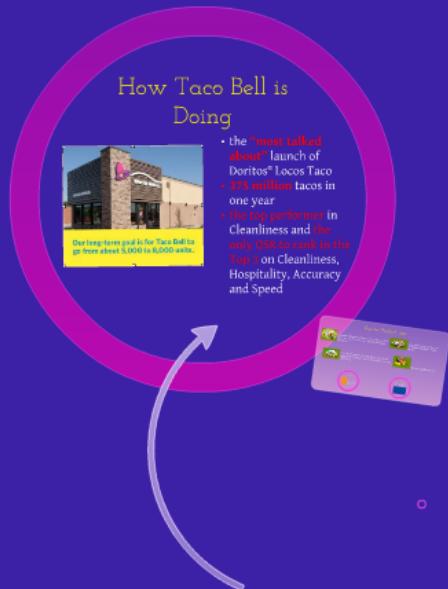
Taco Bell: The Breakfast Opportunity

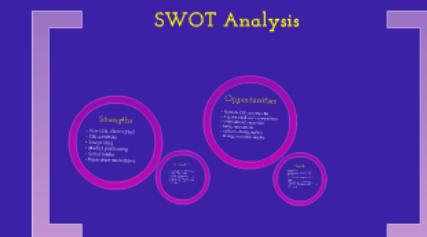
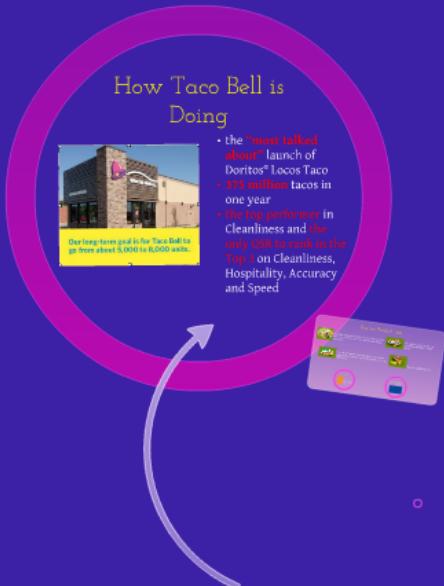
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Proposed Strategies

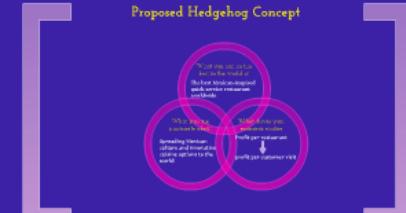
- Menu Simplification
- Domestic Marketing Strategies
- International Marketing Strategies





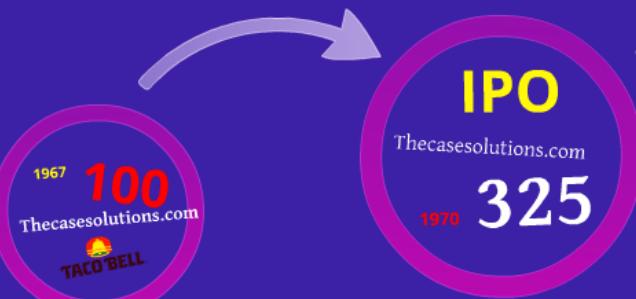
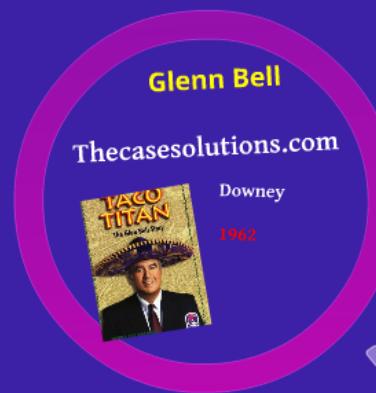
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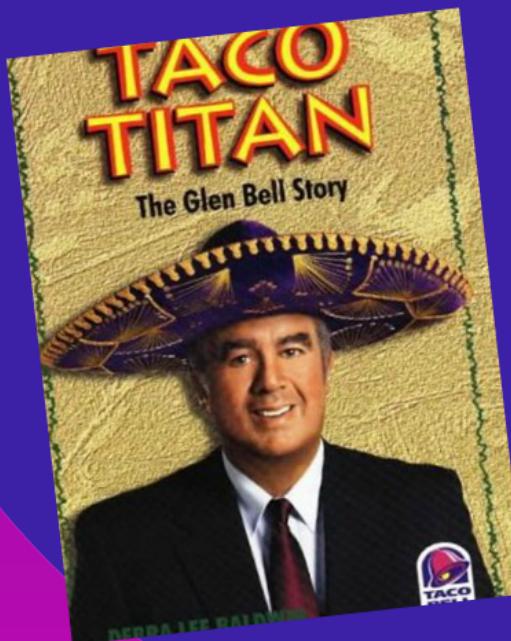
Brief History of Taco Bell

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Glenn Bell

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Downey

1962

1967

100

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IPO

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325

1970

PepsiCo
1978

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Yum!

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Fortune 500 corporation
and the world's largest
fast food restaurant
company in terms of
system units



Yum!
1997

Yum!

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system units



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Greg Creed

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2011