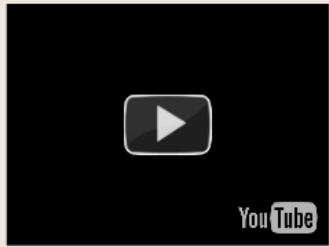


# Thank You



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- Seasonings
- Produce

**TheCaseSolutions.com**  
*Levy Restaurants*



# *Agenda*

## **Thecasesolutions.com**

History

India

Competitors

Culture

Quality

Marketing

Recommendations

Group Chat

# *History*

Founder: Glen Bell

Franchised in 1964



# **Thecasesolutions.com**

Acquired by Yum! Brands

### *Taco Bell at a Glance*

Mission Statement:  
"We take pride in making the best Mexican style fast food providing fast, friendly, and accurate service."

**Thecasesolutions.com**

Target Market  
6,000 Restaurants  
Serves over 36+ million  
consumers per week



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# India

- Population: 1.277 Billion
- Good GDP Growth
- Decreasing Poverty Proportion
- Increasing School Enrollment (113%!!)
- Increasing Percentage of Water Availability

## Thecasesolutions.com

*Expand on Bangalore*

**Thecasesolutions.com**

- Tech savvy central, comparable to Silicon Valley
- One of the largest growing cities in India
- Population over 10 million

### Competitors

Thecasesolutions.com

McDonald's

Domino's

Subway

Zum! Brands: Pizza Hut  
& KFC

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Duel Stores

**Thecasesolutions.com**

