

How Chipotle bounced back after food safety scares - Video questions

Watch this video about the video - <https://youtu.be/vxTnnj0pZpw>

Answer these questions:

1. How would you describe the target market of Chipotle?
2. How did Chipotle lose the trust of its customers?
3. If you were the CEO / CMO of chipotle what would you do attempt to regain the trust of the customer?
4. Describe Chipotle's product decisions
5. Why doesn't Chipotle expand its menu offerings?
6. Why do you believe McDonalds decided to sell off Chipotle?
7. Was it a good idea for Chipotle to stop focusing on the franchise model and have more company owned stores?
8. Why doesn't Chipotle offer value meals or limited time offers to attract new customers? Do you agree with this?
9. Does giving away free food always fix everything in the restaurant industry? Explain
10. How is a Chipotle a different company than Taco-Bell
11. How does Chipotle try to position themselves?
12. What role does the Chipotle app play in making marketing decisions?