



DOS TOROS
TAQUERIA

Olivia, Melissa, Darryl, Bryan

Background



2 Toros Tacos originates from San Francisco Bay Area, it was found in 2012 when family members Melissa and Olivia passed by their aunts house because they were exhausted from so much work. Aunt Claudia fed them Tacos De Puerco Enchipotlado con salsa de Jitomate pasado from there Melissa and Olivia decided to open up a shop that would have the similar flavor, love, and environment as a traditional Mexican home. We have decided to bring the tradition all the way to New York, a great city without a great taco. 2 Toros tacos uses the finest ingredients, has a great welcoming staff and our goal is to deliver uncompromising excellence, one taco at a time.

Marketing Mix



Product:

At Dos Toros we offer a range of mexican meals that are environmentally responsible as well as authentic. Dos Toros serves more than just tacos, we offer a selection of foods including quesadillas, and burritos all of which can be topped with an assortment of salsas and fresh sides like our pico de gallo.

Promotion:

To advertise our Company we will be using social media networks that will make our customers aware of the various deals that we offer. These promotional offers include:

- Student Discounts
- .92¢ Guacamole
- Reward Cards
- Special holiday Events

Price:

At Dos toros our prices range from \$7-\$10 a meal. This price range might seem a little steep to some customers however our products are organically grown and we've like to offer the client nothing but the best.

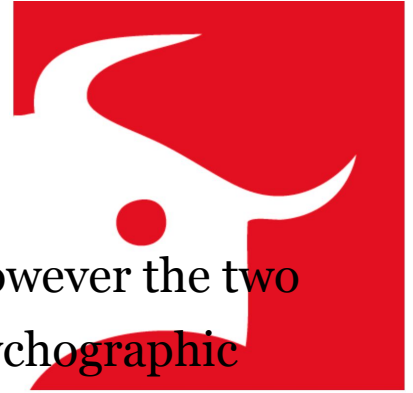
Marketing Mix



Distribution: Dos Toros Tacos focuses mainly on allowing college students, tourists, and families that share the same traditions as we do to enjoy a homemade meal that will give you flashbacks about all those memories of your mother's home cooked meals as you were growing up.

- We have chosen Los Angeles and New York as our two main states to bring our product because these two states carry a great variety of cultures and are the two most famous states in America. Los Angeles is home to some of the most dynamic dining experiences a destination can offer. New York is well known for its incredible food. Visitors can find from hundreds of different countries within a few city blocks, as well as dine in some of the finest restaurants in the world.

Market Segmentation



□ Our market segments will share multiple segment variables, however the two main market segments will be chosen based off of the lifestyle psychographic variable and various demographic variables such as age, ethnicity, and income. Our market segments will either be looking for a meal that will feature organic products with hormone free meat, or they would be a customer around the ages of 18-26 who have a background in or an interest in being served a more traditional Hispanic meal. These customers will all be able to enjoy a friendly and calm environment that would nicely contrast the faster paced urban locations of our stores.

reminders of our special offers and new products, these accounts will also be a place where our customers can voice their opinions about our service. On our Tumblr we will be able to communicate with our customers in both short fun posts while giving them in depth posts about Latin food.

Social Media



Twitter:

<https://twitter.com/search?f=tweets&vertical=default&q=%402torostacos&src=typd>

Facebook: <https://www.facebook.com/Dostorosmarketing/?ref=hl>

Tumblr: <https://www.tumblr.com/blog/mkttacos>