

Product

Product: Walking Tacos: Bam-Tacos

Slogan: Bam Tacos are Bamilicious

Description: A taco without the shell in a bag.

Ingredients: Chips (Doritos), Beef, Sour Cream, Cheddar Cheese, Lettuce, Tomatoes, Taco Seasoning

Recipe:

1. Prepare taco meat
2. Prepare toppings
3. Get Doritos bag ready (cut off top)
4. Put ingredients in bag
5. Mix ingredients
6. Eat

Food Safety Measures Used: We will use gloves for handling the food and hair nets to prevent hair from falling into the food.

Nutrients

ZIP, which is zinc, iron, and protein is especially important for girls and boys in their growing years. The ZIP found in beef is important, because the body doesn't store zinc, and iron is important for keeping a healthy body, and protein is an important mineral for building strong muscles, blood, nerves, and organs.

Communication: We could communicate the benefits of beef to our customers is by an online website, commercial, poster, and social media.

Where they can learn: Our customers can learn more about beef nutrition by reading our social media, facebook, tik-tok, instagram, and posters.

Market Analysis

Our ideal customer: Sport fans and people possibly with kids. People who enjoy tacos and come in a party.

The greatest influential factor for the customers:

Price and taste are big factors when it comes to buying food products, and when it comes to purchasing our beef product.

Environment for Bam-Tacos to sell: The environment is a stadium or park of some kind. A place where many people will and can go, such as concerts as well.

Container or packaging: The package would be the chip bag that is used.

Cost of container/packaging: About \$.28 for packaging.

Selected profit margin (in percentage): 47% is our profit margin

Final cost: \$2.13 per unit to buy for ingredients per taco.

We would sell each taco for \$4 and then get a \$1.87 profit for each taco sold.



BAM-TACOS

Marketing Plan



Poster



Social Media: Tik-Tok



Social Media: Facebook

facebook			Name of Product	Logout
 <p data-bbox="212 541 342 604">BAM-Tacos @bamtacos</p> <p data-bbox="212 674 282 831">Home Posts Photos About</p>	 <p data-bbox="464 621 760 653">Like Follow Share ...</p> <p data-bbox="1049 621 1377 653">Send Message</p> <p data-bbox="464 688 537 720">About</p> <p data-bbox="464 751 902 810">Email Us! And you could win FREE tacos for LIFE!</p> <p data-bbox="464 842 565 867">@bamtacos</p> <p data-bbox="464 884 574 909">Website URL</p> <p data-bbox="464 926 732 951">https://www.bammtacos.com</p> <p data-bbox="464 951 558 976">More info</p> <p data-bbox="464 1010 732 1035">Our tacos be realyyyyy goooood</p>			<p data-bbox="935 688 1000 720">Story</p> <p data-bbox="935 751 1365 831">Founded in 1866, we were the first people to EVER make tacos, you should buy some of our tacos, because they be really good :) :)</p>

Social Media: Instagram

