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### **IN-N-Out Burger**

In-N-Out burger is a well-known burger point that was initially located in three states California, Nevada, and Arizona. The company has the slogan of “Quality you can Taste”. The locations of In-N-Out burger are different from each other. The customers love the location of IN-N-Out Burger. The customers like this place very much because it is very convenient for them. The company produces the best burger as compared to all competing companies. The company has slow growth and expansion as compared to its competing companies. In-N-Out burger has 276 branches with the revenue estimates of \$550 million while McDonald’s has approximately 33,500 stores throughout the world and revenue of about \$85 billion. There are also different causes of this slow growth and expansion.

#### **Body:**

There are several facts that are considered to be relevant in the case of IN-N-Out burger growth and expansion. The burgers are provided with best quality having fresh meat and vegetables that are used in the burgers. The company has not changed the formula of keeping fresh goods for its customers. However, unlike other companies, In-N-Out Burger has not focused on the expansion plan. Similarly it has not focused on the expansion of its menu (Beauty).

The customer relationships from three, four generations is becoming the major aim of the company. The company also focuses on the employment relationships as well. It also focuses sharing success with its employees. These benefits help in long term and loyal employments. The company focuses on keeping things simple and consistent. The company expands slowly but it focuses on expansion only under right and suitable conditions. The problems for In-N-Out expansion and its strategies for growth are moving at a small pace. Therefore, the company needs to address these problems in order to meet growth criteria. The company's main focus has been the customer retention. The company has remained unable to develop its market in other states. Moreover, the lack of focus on the menu choices is also becoming another hurdle for the company (Duane, Hoskisson and Hitt).

We have discussed different type of problems that the company is facing. The company has aimed for providing the best solutions. The company should be more focused on marketing of the existing products. The marketing should be adopted to promote the products. The company should also advertise about the prices offered by the company. Similarly, it should also advertise about the quality being offered.

The company should focus on retaining the existing customer base that uses the company products. The company should also attract new customers in order to increase competition. The horizontal diversification strategy should be adopted by the company because it ultimately leads towards the delivery of new products that are linked to the prevailing products. This strategy aims at attracting new customers for the company and therefore develops the business at the diversified levels. The strengths of this strategy is that it develops the business in a more refined way while the weakness includes the focus to generate revenue because it should also try to retain the existing customers

The strategy should be implemented by through different franchises in order to implement this strategy. The product development strategy includes development of new products in order to attract new customers in the market.

**Conclusion:**

IN-N-Out burger is a company that has not focused on the expansion and growth. The company is providing quality and fresh products to its customers. Therefore, it should try to expand its customer base by expanding its menu and introducing new products. The company should adopt horizontal diversification in this regard.

**Work Cited:**

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