

International Marketing Plan Mission Statement and Objectives

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International Marketing Plan Mission Statement and Objectives

International marketing allows a domestic company and product to expand their consumer base in another country. Through developing an international marketing plan Outback Steakhouse can market their restaurant chain and service to Germany. This section of the international marketing plan for marketing Outback Steakhouse to the German consumer will focus on the mission statement and objectives. The mission state will establish the company and product to the German consumer. The objectives will create a time table of where Outback Steakhouse wants to be in the long-term with Germany.

Mission Statement

Our Mission is to provide excellent service along with quality steak items. The goal is to reach our customers in creating an Australian atmosphere with family and friends (Outback Steakhouse, 2010a). Doing this is through the best environment will bring our customer back for more. Outback Steakhouse will ensure that only quality priced food is given to its customers. Each person will be treated with respect, graciousness, courtesy, and professionalism at the door. Our friendly hostess and wait staff will ensure that Outback Steakhouse's Australian environment will be a pleasant experience every time. The company has already a vast international market and will continue to grow.

Objectives

The objectives of Outback Steakhouse all focus on entry into the German marketplace. Outback is in various countries, but has not Germany. The objectives will outline the future of Outback Steakhouse in Germany. The objectives will set the quantifiable goals of the International Marketing Plan for introducing Outback Steakhouse to Germany.

- Introduce Outback Steakhouse restaurants to Germany. By the entry of the first year, Outback wants to have three locations. These locations are Hamburg, Munich, and Berlin.
- Establishing a demand within Germany among a 15-64 ages demographic will occur three months prior to the grand opening of the three locations. According to the Central Intelligence Agency (CIA) database for Germany, this demographic represents “66.1% (male 27,707,761/female 26,676,759)” of the total population (CIA, 2010). The data will enable Outback Steakhouse to cater to the needs of this demographic.
- Prior to the grand opening of the three locations Outback Steakhouse will partner with local Germany Breweries. The partnership will allow Outback to sell their beer at restaurant locations. The two partnerships Outback will negotiate are with Berliner Buergerbrau and Lowenbrau. Berliner Buergerbrau is one of the larger breweries in Berlin, Germany (Anglo Info, 2010). Lowenbrau, although licensed overseas can mainstream their brews with Outback Steakhouse to increase their brand awareness (Beer Drinker Guide, 2010).
- Outback Steakhouse will offer a specialized German menu that reflects the German food and culture, while maintaining our current menus in locations worldwide (Outback Steakhouse, 2010b). This implementation will occur within six months of introducing Outback to the German market.
- Outback Steakhouse will use sporting events and other activities that bring in a large portion of the target audience. Within two years Outback Steakhouse will establish themselves as a sponsorship for German sports. The options for the sponsorship are

Basketball, Skiing, and ice sports (Maps of the World, 2010). This will expand Outback Steakhouses consumer base to a sports consumer demographic.

- The use of local media outlets within Germany will be used for the launching of the three locations in Hamburg, Munich, and Berlin. For the Berlin grand opening the first open location Outback will advertise in *The Local* (The Local, 2010). For the Hamburg grand opening Outback will distribute print advertisement in the *Hamburg Abendblatt* (Hamburg Abendblatt, 2010). Munich's grand opening source of promotion will use the *Munich Times* (Munich Times, 2010). These print advertisements will promote the grand openings and offer German consumers the specials and prices.
- By the end of the third year Outback Steakhouse will launch two TV commercials to drive sales, while acquiring, and retaining the German consumer. The budget for the two commercials will not exceed a \$100,000 budget (Tanner World Junction, 2001).
- Before adding specific cultural theme or unique touches to the German Outback Steakhouses, the market research department will collect data on the competitors in the three main locations of Hamburg, Munich, and Berlin. Outback Steakhouse will complete a competitive analysis to ensure Outback will top competitors, such as the Hard Rock Café and Juleps by offering dinner deals and combination specials to market to the German consumer (Berlin Life, 2010). Data about Outback Steakhouses competitors will allow them to obtain knowledge of the market share.
- Outback Steakhouses in Germany will obtain 5.5% of the Outback Steakhouse Dining market within one year of entry into Germany. Since 1999 Outback Steakhouse has had an annual growth rate of 8.9% multiple this growth rate by one year (12 months) then

devise by the 26 international markets (Fortune 500, 2006). This data is from competitor information and the most recent available market share obtained for Outback Steakhouse.

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