

Driving Thru the Drive Thru:

You're shopping at your grocery store for the whole family; your arms are loaded down with bags of groceries. You barely manage to place them in the trunk of your car without spilling the can of beans all over the parking lot. You get home and it's already dinner time and the kids are hungry, what do you do? Well Tenders! has just the solution for those dinner blues: the Tenders! Family pack promotion is the way to bring in that family audience that every company seeks.

The Marinating "Milk Wash":

Through the combined efforts of John McBride and Mike Tepool Tenders! Inc. was founded in May 1996. The two men experimented through their college years at Auburn University to develop the Tenders unique sauce. With their sauce completed they opened their first store in Five Points of Huntsville Alabama. With the success of the store they expanded to a second store in Madison Alabama, which was also the first, and currently only built from the ground up Tenders location. In May 2003 a third store was opened in Huntsville, and the most recent was opened in 2005. Shortly after the first store was opened John McBride moved to Alaska to start a different chicken chain leaving Mike Tepool to take sole propriety of Tenders! Inc. The interior of the stores vary, but share in their capturing of the college football atmosphere, Walls are covered with football helmets, pictures of college campuses, and football legends such as "Bear" Bryant.

The menu is comprised of several plate options which mostly consist of chicken tenders, fries, coleslaw, baked beans, and salads. This menu is most similar to that of

Guthries or Zaxbys. Tenders varies only slightly from Zaxby's in appearance and choice of product; for instance, the way customers order are similar, the food products are similar, and the interior of the stores are similar. The biggest difference is the brand of vender they order their food from.

Advertising has been less of a concern for Tenders, the store has made a few advertising efforts which include a chicken suited man with advertisements attached to himself parading around high school football games, early morning radio commercials, and donating meals to the football players of Bob Jones High School before several of their home games.

The Grease In The Pipes:

Tenders! Most distinctive problem is that of seeking the wrong target audience. The advertisements and promotions target the broad spectrum of sports fans, which is too vague to specifically target the audience actually attending the store. The store actually reaches two different target audiences at two different times of day. During the lunch hour the store reaches the businessmen and women from the military base, Intergraph, and the Boeing facilities. During the night and weekends families are the largest consumers, families and children's sports teams arrive at the store to eat together. One great problem is that of the public awareness of the store, by questioning several persons local to the area, the observer discovers that many of the residents of the Madison and Huntsville area are completely unaware of the stores existence all together.

The past radio commercials were targeted towards men who enjoyed hunting, and aired between the hours of four and six in the morning. This advertising did not reach the

actual target audience and yielded relatively no profit as the store is not open when hunters leave the city for the place they hunt nor are the actually target audience aware of such advertisements existence as they were asleep.

The Flour Mix to Success:

Rather than simply seeking the “sports fan,” or the hunting savvy male, tenders ought to focus their advertising methods to the audience that comes to the store, but currently is unaware of the stores existence. Much of the stores advertising should be focus on producing a public awareness of the stores existence while seeking the family audience that flocks to the store.

Several strategies can be used to boost the public image of the store and draw in that family audience that the store could so greatly profit from reaching. The family meal options is a great promotion proposed by the General Manager of the Madison store, this promotion includes a fair priced meal that feeds an entire family. Advertising this promotion will bring in new families and reinforce the relationship with returning families. Also, by placing several billboards around the cities of Madison and Huntsville the public will be introduced more so to the store developing more of the public awareness of Tenders!. A revamp to the terribly outdated webpage focusing on the target audience of the family with information of current promotions, such as the family meal promotion, and nutrient information will help improve the public consciousness of the store. The current webpage has not updated several parts since it was originally created leaving the viewer of the site to assume the store may be facilitated similarly with neglect. Finally the usage of radio commercials to air during the morning drive, for the

businessmen audience, and TV advertisement to air during prime time to reach the family audience will yield a great profit for the business drawing in new and old customers.

“Dropping” The Chicken:

Tenders! is a store with quality in mind. The cleanliness and quality of the food is already superb; however, the usage of advertisements is lacking. By investing in this advertising strategy Tenders! Inc. will prove to the Huntsville/Madison area that at Tenders, family is our priority.