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**Positioning of Raising Cane's**

**Introduction**

Positioning was invented by Al Reis and Jack Trout in 1969, according to them ‘‘Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is, your position (place) the product in the mind of the prospect.''

A brand uses different words, expressions, tonality, sound and illustrations to express the theme of their company while positioning is rational terminology of a company's or a brand's work.

Brand positioning is a theoretical evaluation and owner wants to own by the target customer's mind. It links to the benefit of the brand as the customer is thinking about one's brand. One should make an operative brand positioning plan which can make a brand popular and distinctive among the customers. A Brand needs to monitor its positioning occasionally and check either one's company needs repositioning or not. It will make sure to increase brand value in the market. This study will discuss how Raising Cane's is positioning in the market.

**Brand Positioning**

Brand positioning is in the top prior list of actions by this company to change its status in the marketplace. The actions and strategies opted to reach to this position and to get more are in the marketing of the product by introducing variety of meal and promoting them by different promotions and deals by using media source such as social networking sites, advertisement in newspaper and ads on T.V. It keeps up the brand with consumer wants and needs.

**Strategies of Positioning**

Brand positioning involves different strategies to make consumers prioritize the brand over others with the same products. Raising Cane engaged consumers with the brand to make a win-win situation. The brand involves people by giving special discount offers. People are connected to the brand 24/7 on social networking sites. They are open in sharing of their opinion and what they want new. The brand is famous for their quality and unique taste as they don't compromise on both of it. They are serving their customers on their outlet with hospitality and at door step with fastest delivery service to ease the customer’s labor.

The brand is using unique attractive pattern of colors that attracts the passerby. The main door is exciting with twinkling lights, big flashing billboard, eye-catching meal display on big boards and their motto to serve quality and taste is undoubtedly true. Their branding, marketing, and their active employee made a huge hit in the brand's popularity from the last 20 years.

In the two decades since the first outlet opened in 1996, Raising Cane's has expanded to nearly 400 places in 24 states as well as serve other countries, mostly in the Middle East. Business Insider named it the "top restaurant chain of 2017," and for the 20th anniversary, Graves unveiled a five-year plan to reach 600 stores and $1.5 billion in revenue by 2020. (Larry Olmsted This fast-food chain serves one specialty, USA Today, 30 May 2018)

**Conclusion**

Raising Cane’s is changing with the change of this world for better tomorrow. They are using social media, which has become human hive to gain popularity, attention of people of today’s busy world. They are using all the aids to commercialize their products and setting new goals to achieve further in future. They are training their employee to be an active member of their big dream. The active involvement and dealing of employees of the brand with the customers is increasing its popularity day by day and it can be observed by paying a stay at Raising Cane’s.

Work cited

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